

Cafe Tournament & Event Playbook

Gaming, Esports & Digital Entertainment

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a playbook to run in-cafe gaming tournaments and events — format, entry/prizes, promotion, sponsorship and community-building — to drive footfall and loyalty. Use it to run cafe events. For memberships use the Membership & Loyalty tool.

Purpose of this tool & output

Run in-cafe tournaments that build community

How the output is used

Use it to run in-cafe tournaments that build community — a cafe tournament and event playbook that drives footfall and loyalty.

Important cautions

Recurring, community-driven tournaments build footfall and loyalty — balance entry/prizes to cover costs, and use local sponsorship to fund prize pools. Note any local rules on paid-entry competitions. Guidance only.

Companion documents

- Gaming Cafe / LAN Centre Setup
- Gaming Cafe Economics Modeller
- Gaming Cafe Membership & Loyalty
- Cafe Equipment & Upgrade Planner
- Gaming Cafe Compliance Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.