This document will outline some best practices for running a Heralds of Ruin event, as well as the requirements to request funding for your event. Points marked with an asterisk * are essential for any funding request - requests that do not fulfil these points cannot be considered! If you don't wish to request funding, you don't need to stick to these points, but doing so should ensure your event runs as smoothly as possible.

1 - Creating your event.

1a - Timing.

Tabletop events such as tournaments, campaign days and similar should be created at least a month before the event happens.*

Online events such as painting competitions, battle report competitions etc should be created at least two weeks before the event starts, i.e. before the first day of the period given to contestants to create their submissions. *

By created, we mean:

- An OPEN Facebook event is made, with description, dates and image, and posted to the Heralds of Ruin Facebook page.
- For tabletop events, the event is registered on tabletop.to and linked in the Facebook event. Tabletop.to allows participants to register beforehand, submit lists, and allows the organiser to create true Swiss pairings, easily add and drop players and points, and creates a permanent link to the event for future viewing of standings, lists and more. The recommended systems are "Warhammer 40,000GT" and "Generic."

1b - Ticketing.

Strongly consider a ticket charge for your tabletop event! It's also not a bad idea for an online event, though far less common practice. The benefits are manifold:

- Far fewer no-shows - people are more likely to turn up if they've paid already!
- Covering costs - if you have to rent a venue, provide prizes, etc. this makes all the difference. The HoR fund is not large, and the less we need to give you, the more likely we are to give you something!
- Participation prizes are a good way to encourage ticket sales, which in turn are a good way to ensure your event fills up.

3. Attendance.

You must provide a full list of participants in your event. *
For tabletop events, this should be the day of the event - simply send a screenshot after Round 1 of that round's results. Players who drop will not affect your prize support allocation. Players who don't turn up will - another good reason to ticket your event!

For online events, this can be any time after the event has finished - obviously the sooner the better! The list will be verified by an Administrator of the Heralds of Ruin Facebook page.

4. Event tiering (tabletop only)

4a. Each event will be assessed and placed into one of four tiers, as follows.

Tier	Participants	Venue	Tables (must be sufficient for all attendants to play simultaneously)	Advertising
1	3-5	Any - TO's home, store, event centre.	Basic terrain, ~30+% coverage on all tables	Free, single social media platform
2	6-9	Local gaming store or other venue. Not at home!	Retailed or high quality homemade ~30+% coverage	Free, multiple platforms
3	10-16	Prominent local gaming store or event venue - will promote event in run-up.	Photogenic terrain, ~50% coverage	Some paid reach, multiple platforms
4	17+	Prominent local gaming store or event venue - promotes event before AND after (blog post, tournament report, etc)	Highly photogenic and detailed terrain, themed tables, at least 50% coverage	Some paid reach, multiple platforms

4b
When placing your event in a tier, an exception may be made in any ONE category except attendance.
4c
When your event is created, your event will be placed into a tier based on estimates and predictions of the above.

4d
When your event is done, your tier will be reassessed before any funds are awarded.

5 Funding awards

5a. No guarantees. No event is guaranteed a funding allocation. There may not be enough funds in the donations account, or what funds there are may already be held for another event.

5b. No responsibility. Heralds of Ruin accept no responsibility for what happens to any funds allocated to your event after payment has been made. Any angry messages to us regarding unpaid prize support will be redirected to you. We fulfil our end of the bargain by sending you the money - you are responsible to what happens to it after that.

5c. No advance payments. Heralds of Ruin donation funds will only be allocated to reimburse the tournament organiser for prize support purchased by them. Proof of purchase will of course be required! More details on what is eligible for reimbursement to follow.

5d. Online events. Online events are limited to a maximum total funding of £40GBP.

5e. Tabletop events. Tabletop events are limited based on their tier. See section 6.

5f. No scrubs. The most important rule of all. Remember that the funds you are requesting are entirely comprised of community donations and non-profit sales. You should only drink from the lifeblood of the community if you're confident your event will do more to help it than reducing its funds will harm it. We trust you on this. Don't be a jerk.

6. Tiers, Prizes & Funds

6a. A tiered event will be allocated funds (if at all) according to its tier, and each tier has an associated list of prizes for which you can be reimbursed. An event can choose to request funding for any prize item on or below its own tier - e.g. a tier 3 event could request funding for items on tiers 1, 2 and/or 3. Prizes from tier 4 could be given, of course, but these cannot be covered by Heralds of Ruin funding.

6b. A non-tiered event will be allocated funds (if at all) according to its number of participants, to be spent on prizes relevant to the theme of the event - most commonly this will be hobby supplies for painting/modelling compititions.

6c. Tiered prizes. All GW products will be reimbursed up to a maximum of their RRP in £GBP. All other products have their maximum reimbursement indicated below. Note that these are the absolute *maximum* we can award your event - the reality is likely to be much less, at least in the early days!

	Winning Prizes	Participation Prizes
Tier 1	Up to 1 per winner.. Monopose small-box squads (Chaos Cultists, Chaos Space Marines, Ork Boyz, Ork Gretchin, Cadians, Craftworld Guardians, Termagants, Warhammer Red Box skeleton warriors) Citadel painting handle Citadel dice cubes, generic	Printed Certificates Laminated - up to £0.5 per player OR Misc. custom participation prizes up to £0.5 per player
Tier 2	Up to 1 per winner: Faction datacards OR Faction upgrades blister OR	As above, plus WINNER OPTION Certificates Framed - up to £4 per winner
Tier 3	Up to 1 per winner: GW faction dice (tower/box) OR GW character blister pack OR 40k miniatures box (max. £15)	As above, plus WINNER OPTION Printed/engraved trophy - up to £10 per winner
Tier 4	Up to 1 per winner: Faction Codex OR GW character blister pack OR 1 40k miniatures box (max. £25)	As above, plus WINNER OPTION Printed/engraved trophy - up to £10 per top 3 finishers PLUS Up to 1 tier 1 winner prize per player

An example:

Ash is running a tournament in his local store. It's well-known throughout the region, actively advertises the event on its social media site and has a lot of beautiful terrain. It's also known to make reports on its events and has a strong internet presence.
Early estimates suggest there will be 12 players in attendance.
Tickets will cost £10 and include a small, custom-made participation prize.
Ash therefore estimates his event to be a tier 3 event, and requests the following funds:

First Prize trophy - £8.99 from local engraver
Certificate of participation for each of 12 players - £6
1 character blister pack - £15

For a total of £29.99

The website is paid for and the donations have been rolling in, so the funds are preliminarily agreed to be released, provided the event meets all the predicted criteria.

On the day of the event, a tabletop.to screenshot shows only 10 people of the 12 have played round 1. Ash sends us pictures of the certificates and trophies, complete with receipts. At the end of the event, the Ork player who wins chooses a Painboy for their prize, which happens to cost £13.50 at the venue. They or Ash buys it and sends proof of purchase.

We therefore transfer £13.50 + £5 (10 certificates) + £8.99 to Ash's PayPal, and at that point our involvement ends.

7. Request Checklist

1. Create and begin sharing your event sufficient time in advance
2. Estimate your event's Tier
3. Create and price tickets, determine what costs the tickets will cover
4. Decide prizes, calculate maximum possible cost, with quotes where appropriate
5. Submit request to heraldsofruin@gmail.com
6. Get response with fund allocation
7. Run event! Send all necessary screenshots and photos to heraldsofruin@gmail.com
8. Also send proofs of prize purchases to heraldsofruin@gmail.com
9. Receive funds
10. Live your life