Saving Second Base

A Kickball Fundraiser for the Susan G. Komen Foundation

April2, 2011 at 11am\* at the Fireman’s Arena in Farmville, VA

There is a $20 team registration fee for a minimum of 10 members per team. Each additional member is an extra $2. Along with the team registration fees, there will be raffle tickets sold at auction. We also plan to sell concessions such as pink cotton candy, cupcakes and cookies, hot dogs and hamburgers, pink lemonade and other various donated items. We are also planning on receiving outside donations as well.

We plan on purely monetary donations for the charity. We will have donated items but they will be auctioned off, so all donations will be monetary.

Our client, Susan G. Komen wants to see students become informed about the cause while raising money for research to find a cure for breast cancer. We will do this by having pamphlets on site, and hopefully an advocate from the foundation to answer any questions that our participants have.

Our participants will obtain the goodwill that they have done their part to help cure this horrible disease as well as possible door prizes and raffle prizes. We will also have team prizes for top fundraiser, the winning team, best dressed and best team name. We want this to be an enjoyable experience for all involved.

We have set a fundraising goal of $500 and 200 people. Our intended audience is students of Hampden-Sydney College and Longwood University. Our donors will get there logo/organization name on tee shirts, promotional materials as well as signage at the actual event.

Our theme for this event is “pink" within the Susan G. Komen Foundation’s annual theme. The event’s name is “Saving Second Base" so we will have a pink base for all of the second bases on the fields. There will be a special announcement for doubles scored in the games.

The location already has a sound system in place along with all of the electricity needed to supplement this.

**“Saving Second Base”**

1. Event Planning
   1. Susan G. Komen Foundation for Breast Cancer Research
   2. Public Revolution
   3. Objective/Goals of event – who, what, when, where, why
      1. A Kickball Tournament to raise money for the Susan G. Komen Foundation
      2. Raise money and knowledge for the Susan G. Komen Foundation
      3. The foundation wants to raise money and awareness for the cause
      4. Our intended audience is college students from Longwood University and Hampden-Sydney College
      5. Our participants will obtain the goodwill that they have done their part to help cure this horrible disease as well as possible door prizes and raffle prizes. We will also have team prizes for top fundraiser, the winning team, best dressed and best team name. We want this to be an enjoyable experience for all involved.
      6. We have set a preliminary fundraising goal of $500 but is susceptible to change after we receive more of our research.
   4. Date/timing of event
      1. Our tentatively scheduled date is Saturday, April 2, 2011 at 11am at the Fireman’s Arena in Farmville, VA. We have a rain date set for Sunday, April 16th.
   5. Budget/Donations
      1. Our donors will get there logo/organization name on tee shirts, promotional materials as well as signage at the actual event.
      2. There is a $20 team registration fee, a minimum of 10 members per team. Each additional member is an extra $2
      3. Along with the team registration fees, there will be raffle tickets sold for an auction.
      4. We also plan to sell concessions such as pink cotton candy, cupcakes and cookies, hot dogs and hamburgers, pink lemonade and other various donated items. We are also planning on receiving outside donations as well.
      5. We plan on purely monetary donations. We will have donated items but they will be auctioned off, so all donations will be monetary.
   6. Event concept/theme
      1. Our theme for this event is “pink" within the Susan G. Komen Foundation’s annual theme.
      2. The event’s name is “Saving Second Base" so we will have a pink base for all of the second bases on the fields.
         1. There will be a special announcement for doubles scored in the games.
      3. Audio-visual – definition, sometimes at venue
         1. The location already has a sound system in place along with all of the electricity needed to supplement this.
         2. The fields and facility also have pre-established lighting
      4. Food and beverage
         1. We plan to sell concessions such as pink cotton candy, cupcakes and cookies, hot dogs and hamburgers, pink lemonade
         2. Other various donated items.
      5. Entertainment
         1. WMLU, Longwood University’s Campus Radio Station
            1. Still in negotiations to have WMLU come play music and do a live broadcast at the event
      6. Promotional Materials
         1. We plan to have printed fliers, as well as advertisements in local newspapers (town and college), and radio stations.
         2. A banner in the Longwood University Lankford Student Union as well as in the Hampden-Sydney College Tiger Inn.
      7. Marketing – In all materials—does this help you reach your audiences for the event?
         1. A banner in the Longwood University Lankford Student Union as well as in the Hampden-Sydney College Tiger Inn.
            1. This will be made by our group
         2. Send a representative from our team to most, if not all of the Greek organizations at Longwood and Hampden-Sydney.
         3. We are going to use our social media outlets such as Facebook, blogging, email, etc, to get the word out for the event.
      8. Day-of printed materials & signage
         1. We plan to do all signage ourselves unless otherwise provided
         2. We hope to have a sign for the event donated
      9. Staffing – supervision, how many do you need, scheduling
         1. costs associated with this, getting a volunteer workforce – make it worthwhile to them
      10. Ticketing/registration/selling tables
          1. These tables will be set up right as you enter the facility
             1. Clearly labeled with signs visible in a crowd.
      11. Permits
          1. We are not aware of any permits that we will need at this time
   7. Travel/hotel/ground transportation
      1. All transportation is the participants responsibility
         1. We will look into if the Farmville Area Bus system can route a bus to this location if one is not already there for ease to Longwood students
   8. Contingency/risk planning –
      1. Emergency planning
      2. Alcohol compliance- No alcohol at this event
      3. Health codes
         1. All food services will be donated by outside vendors
            1. We require gloves and
      4. Fire codes
         1. In an open field, outdoors, so no exit strategy in place
      5. Crowd management
         1. Will have security in the form of Farmville Police
      6. Music licensure
         1. Will be the responsibility of the DJ
      7. Strikes- Only union we are using is the Town Police
         1. Go to campus PD
   9. Remember the environment/community
      1. We will set up recycling bins by every trashcan as to aid in the ease of recycling.