

**Signature Project Charter**

Tiger Tailgate for Republic Tiger Sports

Kayce DuVall - September 16, 2013

**Client:**

Republic Tiger Sports is an online media organization that covers the athletic happenings of the Republic, Mo school district. The organization’s flagship website, republictigersports.com, has a current reach of 4000 people. Owner and Republic resident, David Brazael, established the company in 2009, and he operates it as a limited liability company. Republic Tiger Sports is supported through online advertisers, who are prominently featured on the website and other social media, like Facebook. Corporate website links are included as part of the Republic Tiger Sports commercial advertising opportunity.

**Purpose:**

The purpose of the TIGER TAILGATE project is to promote and increase word-of-mouth surrounding Republic Tiger Sports and its commercial sponsors. In addition, the tailgate event is intended to bolster school pride, team spirit and community interaction. Thus far, Republic Tiger Sports has been hesitant to embark on such an event due to lack of resources and time. By conducting such an event prior to a home football game (which has the highest attendance of all sporting events), Republic Tiger Sports will have the opportunity to increase its exposure while supporting the athletic base on which the company was founded.

Other tailgating events have occurred in Republic but have been loosely organized, albeit well attended (primarily by students.) This event is aimed at attracting students, as well as adult fans, that may or may not be familiar with Republic Tiger Sports.

Republic Tiger Sports is endorsed by the Republic School District and is featured as a link on the district website. This event brings together the school district, Republic Tiger Sports, commercial sponsors, students and fans with the common goal of supporting Tiger football. Social media will be used to promote the event throughout the community.

**Project Objective:**

* Create an event that bolsters community pride, spirit and excitement.
* Enhance student and parent involvement opportunities through the event and event activities
* Provide sponsoring businesses with promotional exposure via social media, social networking and on-site involvement.

**Target Audience:**

* Parents, students and fans of Republic Tiger football.

**Deliverables:**

* A detailed, special event plan that guarantees attendance and provides attendees with an opportunity to network with other fans and receive an event-specific giveaway.
* Points-of-opportunity sell sheet that may be offered to potential sponsors who wish to enhance their marketing outreach in the community
* Banners that will promote the event
* Social media analysis of Republic Tiger Sports’ platforms
* Promotional giveaway (funded through sponsorship dollars)
* A list of event sponsors
* On time, on budget outcome

**Research Needs:**

* Republic Tiger Sports social media review (which venues are the most popular, which have the most interaction)
* Football game specifics (start time, location)
* Speak with local businesses to gauge sponsorship interest
* Research event planning models to determine which would be most efficient
* Location considerations

**Resource Needs:**

* Allowance of social media usage for event promotion
* Camera
* Location banner
* Possible press release (Ozone/KY3, KSPR)
* Commercial sponsorships
* Location for event
  + Auxiliary field behind the stadium
  + Shopping center parking lot (near the stadium)
* Tents, tables, trash cans (already owned)
* Sound system (optional)
* Promotional item
* Food (provided at cost from sponsoring restaurant)

**Budget:**

The majority of costs will be covered via sponsorship dollars and/or in-kind trades

* Promotional giveaway $300
* Sound System Rental: $50.00 (optional and based on budget availability)
* Printing $90 (posters)
* Contingency $100
* Total: $525.00

**Completion Date:**

* October 18, 2013 (final home football game)

**Potential Obstacles to Success:**

* Sponsorship disinterest
* Unexpected budget overages
* Lack of attendance
* Weather (outside event)
* Time constraints
* Location

**Project Metrics:**

* Create and oversee a community event that is adequately promoted and results in an attendance of +50 fans and students
* Secure the number of commercial sponsors necessary to cover event costs
* Provide attendees with a promotional giveaway that features the event sponsors

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| Senior Project |  |  |  |  |  |  |  |  |
| Social Media Plan for Republic Tiger Sports | | |  |  |  |  |  |  |
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|  | 9/9-9/13 | 9/16-9/20 | 9/23-9/27 | 9/30-10/4 | 10/4-10/11 | 10/14-10/18 | 10/21-10/25 | 10/28-  11/1 |
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| Project Charter |  |  |  |  |  |  |  |  |
| Research event ideas |  |  |  |  |  |  |  |  |
| Begin poster design |  |  |  |  |  |  |  |  |
| List possible businesses to sponsor event | |  |  |  |  |  |  |  |
| Determine promotional giveaway item |  |  |  |  |  |  |  |  |
| Determine event location |  |  |  |  |  |  |  |  |
| Begin speaking with prospective sponsors | |  |  |  |  |  |  |  |
| Poster is finalized and ready to be sent | |  |  |  |  |  |  |  |
| Have all sponsors and volunteers set |  |  |  |  |  |  |  |  |
| Create Facebook invitation |  |  |  |  |  |  |  |  |
| Begin posting event info to social media platforms | | |  |  |  |  |  |  |
| Provide local businesses and schools with poster | | |  |  |  |  |  |  |
| Determine all event activities |  |  |  |  |  |  |  |  |
| Determine event set-up |  |  |  |  |  |  |  |  |
| Create a list of any items that need to be purchased | | |  |  |  |  |  |  |
| Order promotional giveaway item |  |  |  |  |  |  |  |  |
| Purchase any necessary items |  |  |  |  |  |  |  |  |
| Finalize all event activities, set-up, and take down | | |  |  |  |  |  |  |
| Pick up any dotantion items |  |  |  |  |  |  |  |  |
| Pick up promotional items |  |  |  |  |  |  |  |  |
| Event takes place |  |  |  |  |  |  |  |  |
| Booklet Creation |  |  |  |  |  |  |  |  |