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**Event Description**

**Event Name:** 5K Rock Out Run & Block Party

**Event Purpose:** The purpose of this event is to fundraise for Seneca Habitat for Humanity, while increasing awareness of the organization and promoting community.

**Event Overview:** Obvious to the title of this event, Seneca Habitat for Humanity will be holding a 5K run/walk and an array of other small activities. These include a complementary lunch for those who pre-register, live entertainments, outdoor games and a 50/50 drawing. Proceeds will be used in building their 45th home in Tiffin, Ohio.

**Location:** Oakly Park Tiffin, Ohio (bound by Grand, Sixth and Park Avenues)

**Contingency Location:** TU Heminger Center Tiffin, Ohio (155 Miami Street Tiffin, Ohio 44883)

**Date:** Saturday, June 22, 2013

**Duration/Time:** 11:00 AM-5:00 PM

Registration 11:00-11:50 AM

Run/Walk Noon-2:00 PM

Band(s) 2:30-5:00 PM

**Goals/Objectives:**

300 People

5,000 Profit/Fundraised

**Event Management**

**Major Stakeholders:**

Audience

Organizers

Performers

**Physical Requirements:**

Venue

Route for Street

Event Map

Food & Beverage

Merchandise

Staging

Décor

**Audience:** Seneca County Community

Schools/Teams

Groups/Churches

Other Habitat for Humanity Volunteers & Public Figures

Athletes

Families

**Event Staging**

**Theme:** The theme of this event is very much centered around the title, “5K Rock Out Run.” It is our aim, to bring together the theme and purpose of this event. Those participating in the 5K run/walk will pass a number of the houses that Habitat has built for community residents and will enjoy a “block party” following. Food, outdoor games, drawings and music will be a large part of the after event, or after party.

**Décor (Outdoor):** Oakly Park will account for the larger part of event décor. Park shelters and picnic tables will be used for registration, food & Beverage and sit down eating for those who wish to do so. Additional décor will include staging for the band(s) to perform on, likely in the form of a trailer, signage to direct runners/walkers, additional signage in the yards of Habitat homes, sponsor recognition and both adult and child inspired game set-ups. Décor was selected with the event purpose in mind, working hard to include all members of the community, young and old.

*Décor is easily transferable to indoor contingency location*

**Services:**

Electricity, Water, Traffic Management, Street Closure, Security & Parking

In the above order; electricity will be needed for the food & beverage area and entertainment, but is not a large concern, because it will be provided free of charge at the park. Water, and

waste & environmental management, will also be a necessity, and likewise already exists at Oakly. Restroom facilities will be open for the event. Traffic management, street closure, security and parking, rather, will be of greater concern. The streets in use will be closed for the length of the event and ample security will be in place to control the flow of participants and attendees. Security will also be responsible for managing parking; to read more about security, see “Safety & Security” or “Staffing.”

**Catering:**

It is our goal to get the majority, if not all, of food & beverage donated to Habitat for Humanity for the cause. Greater profit/fundraising can be met this way, and we can also further add to our purpose of promoting community involvement. A bill will be send to all that donate, so that they may use the dollar amount as a tax write-off at the end of the current year. Thus far, the following items have been donated in full quantity, and have been selected to fulfill the “block party” theme:

Hotdogs: Tiffin Paper Company

Ballreich’s Potato Chips: Ballreich’s

Bottled Water: Hempy Water

In addition, a local concession stand will be open for audiences that want to enjoy a soft drink, candy bar, popcorn or other concession treat. A percentage of profits will be donated to the cause, for use of space and participation.

**Approvals/Consultations & Legal Compliances**

**Roads & Traffic Authority:** Laws and regulations under “roads & traffic authority” may have a significant impact on the event planning process, and later, the event. All appropriate authorities need to be contacted to receive approval to close streets in use by the event, prior to the event date.

**Insurance:** Habitat for Humanity is responsible for general liability insurance, as are all vendors, in this case the band(s). Other insurance options should be considered, according to the structure of the event.

**Entertainment:** Some laws and regulations may need to be complied with, including those that ask for approval of entertainment in public and noise control.

**Security:** While the majority of this event will be served by volunteer staff, we will be asking that one police officer is present. A consultation with the police department will be necessary.

**Health Department:** Because food and beverage will be served to attendees of this event, health code will need to be followed. Safe handling of food is going to be vital, as to not contaminate the food being served.

**Marketing**

**Competitive Analysis:**

June 18-23 is free of community events

Sunday, June 23, 2013 Delightful Garden Tour of the Fostoria Area & Canoe Floats

**Market Analysis & Planning:**

**Target Market:** Seneca County Community

Schools/Teams

Groups/Churches

Other Habitat for Humanity Volunteers & Public Figures

Athletes

Families

**Price & Ticket Program:**

Presale/Registration $15: Participation in run/walk, t-shirt and lunch voucher

(Open May 1st-June 8th)

Day-Of Registration $15: Participation in run/walk and lunch voucher

10 or More Group Discount $10: Presale only

\* Registration forms will be dispersed to local businesses and can be found online at [www.senecahabitat.org](http://www.senecahabitat.org). Forms and fees can be mailed or hand delivered to Seneca Habitat for Humanity 65 Grace Street Tiffin, Ohio 44883.

\* Day-Of Registration participants can purchase a 5K t-shirt, $8 for children sizes and $10 for adult (S, M, L, XL).

**Event Marketing Plan:**

**Publicity Marketing Plan:** For publicity purposes, we plan for Joe Swora, Executive Director, to interview with the local newspaper, accompanied by a number of individuals who have been positively affected by the organization.

**Press Release:** *(page 10)*

**Promotional Event Plan:** It was our aim to product unique marketing promotions for this event. Promotions are as follows:

1. Commercial: A short commercial, sharing the stories of those who have been positively affected by the organization will be made and shared on appropriate websites, YouTube and Heidelberg’s local station.
2. 10 or More Group Discount *(page 7)*
3. “Piece it Together”: Pre-event sponsors and those in attendance will be given the unique opportunity to donate a door (window, wall, etc.), allowing them to visually see the difference they have made.
4. Live Band
5. iHelp: Children, ages 4-11, will have the opportunity to write about a community service experience, via Facebook. These posts will be to Seneca Habitat for Humanity’s wall only. After all submissions, the top 5 will be admitted free of charge and the 1st place iHelp winner will be recognized on stage prior to the entertainment.

**Social Media Marketing Plan:** Event information will be posted to Seneca Habitat for Humanity’s personal website, Facebook and twitter. Additionally, Facebook will be used for the above promotion and YouTube for the commercial, also mentioned above.

**Advertising Plan:** Additional advertising will include the dispersing of event posters to local businesses, which will feature the event logo, event information, Joe’s information and URL. Also planned, is the development of a radio advertisement, to be aired on both TTF and HEI. Write-ups will also be featured in the United Way newsletter and other similar printed materials.

**Customer Marketing Plan:** *Unnecessary for this event*

FOR IMMEDIATE RELEASE

Contact:

Joseph Swora, Executive Director

Seneca Habitat for Humanity

65 Grace Street

Tiffin, Ohio 44883-1114

Phone: (419) 447.4270

[www.senecahabitat.org](http://www.senecahabitat.org)

senecahfh@yahoo.com

**Seneca County Habitat for Humanity’s 5K Rock Out Run & Block Party**

Tiffin, OH – April 12, 2013 -- Looking to have a good time? How about a way to help strengthen our community? Come out to the first ever Rock Out Run & Block Party, a 5K run/walk and after party that is helping to raise funds to build a new home on 3rd Avenue, right here in Tiffin.

Through donations from our gracious donors and a small entry fee of $15, from people like yourself, Habitat plans to build their 45th home in Tiffin. Included in your registration fee is participation in the run/walk, an event t-shirt, a lunch and an invitation to join us to enjoy some live entertainment.

The event will start and end at Oakly Park, located on the North end of Tiffin. The walk will go directly past many of the homes Habitat has built in our community over the last 26 years. After the walk, you will get a lunch including hot dogs, Ballreich’s and water that can be enjoyed while watching, and listening, to LIVE music.

For information: [www.senecahabitat.org](http://www.senecahabitat.org) or

Contact: senecahfh@yahoo.com

Phone: (419) 447.4270

# # #

**Financial Management**

**Event Budget & Break-Even Point:**

|  |  |
| --- | --- |
| **INCOME** |  |
| 100 Registration  |   |
| 101 Pre-Registration  |  $ 1,500.00  |
| 102 Group Registration  |  $ 1,000.00  |
| 103 Registration |  $ 1,500.00  |
| TOTAL |  $ 4,000.00  |
| 200 Merchandise  |   |
| 201 Childrens T-shirt  |  $ 200.00  |
| 202 Adults T-Shirt  |  $ 500.00  |
| TOTAL |  $ 700.00  |
| 300 Food & Beverage  |   |
| 301 Add'l Sales |  $ 75.00  |
| 302 Consesion Sales (%) |  $ 50.00  |
| TOTAL |  $ 125.00  |
| 400 Sponsorships  |   |
| TOTAL |  $ 2,375.00  |
| 500 Donations |   |
| 501 Hotdogs |  $ 175.00  |
| 502 Ballreich's |  $ 75.00  |
| 503 Bottled Water |  $ 100.00  |
| TOTAL |  $ 350.00  |
| 600 Misc.  |   |
| 601 Game Tickets |  $ 200.00  |
| 602 50:50 |  $ 150.00  |
| TOTAL |  $ 350.00  |
| **TOTAL REVENUE** |  **$ 7,900.00**  |
|   |   |
| **EXPENSES** |  |
| 700 Marketing (fixed cost) |   |
| 701 Inventations/Forms  |   |
| 702 Posters |   |
| 703 Tickets  |   |
| 704 Pamphlets |   |
| TOTAL |  $ 500.00  |
| 800 Décor (fixed cost) |   |
| 801 Banner |   |
| 802 Signage (mapping) |   |
| Misc. |   |
| TOTAL |  $ 250.00  |
| 900 Food & Beverage (fixed cost) |   |
| 901 Hotdogs  |   |
| 902 Buns  |   |
| 903 Condiments  |   |
| 904 Ballreich's |   |
| 905 Bottled Water |   |
| 906 Hotdog Trays & Napkins |   |
| 907 Grilling  |   |
| TOTAL |  $ 500.00  |
| 1000 Entertainment (fixed cost) |   |
| 1001 Stage  |   |
| 1002 Band |   |
| TOTAL |  $ 200.00  |
| 1100 Security (fixed cost) |   |
| TOTAL |  $ 200.00  |
| 1200 Merchandise (fixed cost) |   |
| 1201 T-Shirts  |   |
| TOTAL |  $ 1,200.00  |
| 1300 Misc.  |   |
| 1301 Childrens Activity Supplies  |   |
| TOTAL |  $ 50.00  |
| **TOTAL EXPENSE** |  **$ 2,900.00**  |
|   |   |
| NET GAIN/LOSS |  $ 5,000.00  |
|  |  |
| **Break-Event Point**  |
| Dollar Amount  |  $ 2,900.00  |
| People  | 194 |

*\* Sponsorships/Donations of $2,375 needed to reach goal of $5,000*

**Risk Management/Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Priority** | **Identification: Nature of Risk** | **Assessment: Impact of Risk** | **Management: Control** | **Management: Contingency Planning** |
| **1** | Weather | Rain, tornado and/or extreme heat would result in poor attendance | Monitor weather reports and supply water at stations every half mile  | Move event to indoor TU Heminger Center and have Emergency Medical personnel in attendance  |
| **2** | Traffic Management/Crowd Control | Crowding and/or traffic in event parameters could result in lack of organization/chaos, interference/interruption or cause of injuries  | Close all streets in use, train staff, have ample security and signage  | Direct attendees to alternative parking and set a safe attendance number  |
| **3** | Finances | Lack of sufficient donations/sponsors or attendees could result in a target goal not reached or a net loss | Promote event and set specific goals  | Staff call lists on hand to recruit attendees  |
| **4** | Staff Management | Improperly trained staff could results in lack of organization/chaos, injuries and cause for litigation  | Require training, dress and involvement  | Require staff to keep an event brochure on hand |
| **5** | Health & Safety | Undercooked or contaminated food & beverage could result in cost of litigation, poor publicity and fines, as could lack of hydration  | Require training, follow local health regulations and document | Write up an incident report and act with reasonable care  |
| **6** | Loss of Electricity | Could result in entertainment that is unable to perform and fewer grilling stations  | Have backup generator  | Have an additional backup generator on call  |

**Incident Report:** In case of the occurrence of an unforeseeable incident, it is protocol to file an incident report. A sample incident report card would ask for the following information: date, time, your name, your position, functional area/department, names of person/s involved in the incident, name and contact details of witness/es if any, incident details, time of incident, location of incident, cause of incident, consequences of incident, any actions that could be taken to prevent reoccurrences, date and time received and logged and outstanding actions. Though detailed, an incident report could protect you and your organization from being held liable, resulting in litigation, poor publicity and fines.

**Safety & Security**

Safety and security at this event is going to be of grave importance. Do to the small size of the event however; most security is going to be performed by volunteer staff, as previously suggested. Security’s main focus will be on crowd control and the safety of participating runners/walkers, as there are no premises or large valuables to secure.

*See pages 17-18 for more information*

**Staffing**

**Employee/Volunteer Event Organizational Chart:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **Joe Swora**, Seneca Habitat for Humanity Executive Director |  |  |
|  |  | **Elyse Corridoni**, Event Manager |  |  |
| **Mekenna Klaiss**, Registration & Merchandise | **Esteban Vazquez**, Safety & Security | Event Management Team | **Chris Frederick**, Food & Beverage | **David Driskill**, Entertainment |
| 6 Volunteers | 10 Volunteers, 1 Officer & 1 EMT |  | 7 Volunteers | Band & 3 Volunteers |

**Responsibilities/Description:**

**Joe Swora, Seneca Habitat for Humanity Executive Director:** Joe’s only responsibility is to host, as the event management team will be performing all other responsibilities. Communication with Joe, and with the organization, is however vitally important.

**Elyse Corridoni, Event Manager:** Elyse will oversee all departments during the planning process and during the duration of the event. All departments will be in continuous communication with the event manager. This position has the highest responsibility, and the highest risk and stress.

**Mekenna Klaiss, Registration & Merchandise:** Mekenna will head registration and merchandise at the event. It will be her responsibility to work collaboratively with other departments to develop the theme, and thereafter develop marketing. All of registration, prior to and during the event, and t-shirt ordering and selling will be the majority of her personal responsibilities.

**Volunteers:** The volunteers under Mekenna will assist, by checking participants in at registration and selling additional t-shirts.

**Esteban Vazquez, Safety & Security:** Esteban will head safety and security, and will be in charge of all security personnel, reporting any, and all, problems to the event manager. Safety and security includes traffic management, crowd control, contact with local police departments and EMTs and incident reporting. Esteban is essentially responsible for the wellbeing of all in attendance.

**Volunteers:** The volunteers under Esteban will assist in traffic management and crowd control and will be trained in incident reporting. Esteban will be notified by these individuals if an incident does occur.

**Chris Frederick, Food & Beverage:** Chris will head food and beverage at the event. It will be his responsibility to help with the collection of donations prior to the event, and to assure that all proper procedures are being followed and that the food served is to quality. Chris will also be responsible for incident reporting should a problem arise in food and beverage.

**Volunteers:** The volunteers under Chris will assist, by preparing and serving lunch at the event. Any problems, and more importantly any incidents, will be reported to Chris, so that he may assist in remedying. Communication will therefore be important.

**David Driskill, Entertainment:** David will head entertainment, and will be in charge of the “block party” band. It will be his responsibility to book the band that will perform, to find a stage, to prepare the stage and to provide anything that the band may need in order to perform.

**Volunteers:** The volunteers under David will assist with setup and tear down. David will have the authority to assign additional, and more specific, tasks.

**Selection & Recruitment:** In total, we will be in need of 26 volunteers, many of which will be current Habitat for Humanity volunteers. Any shortage that we have in help will be recruited, asking local schools, churches and other groups. Our selection criteria will be very little, since the majority will have been previously screened by Seneca Habitat for Humanity.

**Training:** Training for all volunteers will take place one day prior to the event date. Volunteers will be divided by department: 6 in registration and merchandise, 10 in safety and security, 7 in food and beverage and 3 in entertainment. In training, volunteers will learn what is expected of them, previously discussed in the above descriptions. Additionally, all volunteers will be taught the objectives of the event, study the venue and receive security training, so that they may better assist attendees. Before ending, all will be reminded that they have also agreed to help with setup, take down and trash pickup.

**Recognition Strategies:** Due to the small size of this event, and the event budget, recognition will too be small. We do, however, want our volunteers to feel rewarded. Each volunteer will be given their event t-shirt and lunch free of charge, and will be recognized with a “thank you” before the band takes stage.

**Operations & Logistics**

**Setup & Tear Down Procedures:** Set up and tear down procedures for this event are minimal, as there will not be a great deal of equipment. The stage for entertainment will need to be brought in and set down, requiring little work, as it is a small trailer bed. Additional set up will include the brining in of all food products and signage. Existing shelters and tables will be used, to reduce time and money spent. Tear down and cleanup is a requirement of all volunteers.

**Policies & Procedures:**

**Protocol:** *See contingency plan, page 14*

**Run Sheet:** Prior to the event date, a run sheet will be made, for organizational purposes. A run sheet lists all “things” to do before, during and after an event. It also is a tool for acknowledging who is doing what, when and where. Those things such as “hang banner,” “mark run/walk path” and “position volunteers,” for example, would be found on this list. Items should be marked as they are completed.

**About E.M.B.U.**

Event Management By Us

**Slogan:** Plan. Promote. Provide.

**Mission Statement:** Our mission is to plan and promote one-of-a-kind events for non-profit organizations and to provide attendees with an unforgettable experience that will increase our awareness of our employers’ purposes.