

The APO Corporate Dodgeball Tournament for Scouting

presented by



www.alamancescouts.org

a report on a new revenue stream

Objectives

- Establish new revenue stream
- Utilize separate volunteer base to reach new pool of supporters
- Collaborate with like-minded corporate sponsors
- Garner positive media exposure
- Build brand over time

Event Breakdown

- March 13, 2010
- Elon University, East Gym
- Chair – Trevor Edwards
- Intern – Kim Giles
- 24 Teams Registered
- 2 Title Sponsors
- 1 Gold Ball Sponsor
- 2 Red Ball Sponsor
- Gross Amount Raised:

\$6910



Promotional Items/Media

Saturday, March 13, 2010
12:00 p.m. - 2:00 p.m.
Elon University
East Gym
500 E. College Avenue

1st Place \$1,000 Cash
2nd Place \$500 Cash
3rd Place Gift

Entry Fee \$300 per team
Teams of 10-13 players

Corporate Sponsorships Available

visit: alamancescouts.org

contact: trevor8@elon.edu



Support the Boy Scouts of America and the Old North State Council



<http://www.youtube.com/watch?v=00eg2ceAv3g>

Outcomes

- Net revenue:
\$4794.13
- Gift-in-kind advertising
 - Times-News
 - WSOE FM
 - The Pendulum
- Positive Campus/Corporate Feedback



Beyond Year One

- Chick-Fil-A interested in expanding event
 - Regional CFA Tournament in Richmond Raised \$130,000 in fifth year
- Better location at Elon and more teams
- Leverage Chick-fil-A's media/marketing connections on front side of tournament
- Continue to develop divisions
 - Middle School
 - High School
 - Semi-competitive
- Potential for playoff or major 2-day event at Greensboro Coliseum