The APO Corporate Dodgeball Tournament for Scouting



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

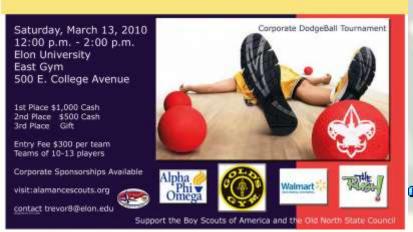
Event Breakdown

- 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











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