

# The Ultimate Showdown

Alpha Sigma Alpha's 2<sup>nd</sup> Annual Philanthropy Event

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## Executive Summary

The Ultimate Showdown is Alpha Sigma Alpha's annual philanthropy event. The first annual Ultimate Showdown occurred in March of 2008 which benefitted Alpha Sigma Alpha's national philanthropy, Special Olympics. However, this year's event will be expanded to incorporate six other organizations and their philanthropies. Tracy Mak, the Philanthropy Chairman of Alpha Sigma Alpha, is planning the event with the assistance of her committees and members of Alpha Sigma Alpha.

The event will be held on October 24, 2008 from 7PM-11PM in Grand Valley State University's Kirkhof Center. Events include a mechanical bull, live DJ and line dancing, Jail 'n Bail, t-shirts, carnival games, prizes, raffle, food and more. Admission is free. Proceeds will be collected per activity so attendants will only pay for the activities they want.

The six other Greek organizations that are participating are Alpha Tau Omega, Delta Zeta, Phi Sigma Sigma, Sigma Pi, Sigma Phi Epsilon, and Theta Chi. Each of these organizations are hosting their own activity and the money collected for each of the activities will go directly to their philanthropies. Neurofibromatosis Support Group of West Michigan, Sounds Beginning, Phi Sigma Sigma Foundation, Sam Spady Foundation, Youth Aids and Alternatives in Motion (respectively) will all benefit from this event. Alpha Sigma Alpha will host the same events as last semester; proceeds from the mechanical bull, Jail 'n Bail, raffle, t-shirt sales, and food will all benefit Special Olympics.

This plan will provide an overview of the event (including the purpose, location, and management system), marketing plan, evaluation of performance, and financial data. All of these aspects will ensure a smooth and successful event.

## Purpose

This plan was written in order to ensure a successful event and to document the objectives, execution and evaluation of the event to assist future Philanthropy Chairmen in planning the Ultimate Showdown. The expansion of this event from last semester will increase name recognition on campus for Alpha Sigma Alpha, increase attendance which will then increase the amount of donations given to all the non-profit organizations, and will also showcase the unity of Greek life at Grand Valley State University.

## Description

In order to participate in the event, each organization was required to sign a “Co-Sponsorship Agreement” (Appendix A), pay an advertising fee of \$20, and sign up to PR at an Kirkhof or Kliener table during the week before the event. In return, all of the advertising, logistics, set up, and decorations will be handled by Alpha Sigma Alpha.

On October 24, attendants will purchase tickets for \$1 each at Kirkhof Center’s doors. Each organization’s activity requires a set amount of tickets in order for attendants to participate. At the end of the night, organizations will turn in the tickets collected from their activity to Alpha Sigma Alpha. The tickets will then be counted and money will be given to the organization based on the number of tickets. They are then required to donate the money to the philanthropy stated in the “Advertising & Event Specifications” form (Appendix B).

The following is a list of the organization and the activity they are running:

- Alpha Sigma Alpha - Jail 'n Bail, mechanical bull, food, DJ and raffle
- Alpha Tau Omega – Bag toss
- Delta Zeta – “Western Rags” (Bandana Decorating)
- Phi Sigma Sigma - "Round Up the Cure" (Horseshoes)
- Sigma Phi Epsilon - "Duel a Monster" (Shooting game to shoot down Monster Energy Drink cans)
- Sigma Pi - Corn Hole Bean Bag Game & Tournament
- Theta Chi - Theta Chi Carnival

## Location

The Ultimate Showdown will be located at Grand Valley State University's Allendale campus in the Kirkhof Center. Activities will be scattered in the main floor and new upper wing of the building. Here is the list of where each activity/organization will be stationed:

- *Alpha Tau Omega*- Room 2266
- *Delta Zeta*- Room 2271
- *Phi Sigma Sigma*- Room 2264
- *Theta Chi*- Room 2270
- *DJ*- Room 2263
- *Sigma Pi*- Hallway/balcony overlooking the lounge
- *Crafts (Shakers)*- Landing of main stairway
- *Sigma Phi Epsilon*- Solarium
- *Mechanical Bull*- Lounge
- *Jail 'n Bail*- Cubby
- *Food*- Main lobby
- *T-shirt sales*- Main lobby
- *Ticket Sales* (general and raffle tickets)- two tables stationed in front of the two entrances of the building

## Management Structure and Team Support

As Philanthropy Chairman of Alpha Sigma Alpha, Tracy Mak is responsible for the coordination of the event. She has a committee especially designed for planning the event as well as an assigned philanthropy committee from the Programming Chairman of the sorority. Each committee is made up of five people and their responsibilities include attending committee meetings and completing tasks assigned by the Philanthropy Chairman.

Each organization that has signed the "Co-Sponsorship Agreement" has designated a representative. Tracy will be holding meetings with these representatives approximately every two weeks to update them on the event planning progress. During these meetings, they can ask questions and they will update Tracy on their progress of planning their activity.

For preparation and set up of the event, all members of Alpha Sigma Alpha are required to participate. In order to prepare for the event, there will be four meetings in order to make decorations, chalk the sidewalks around Kirkhof center, and write on whiteboards in classrooms to promote the event. To set up and run the event, the following areas will need at least two Alpha Sigma Alpha volunteers per one hour shift:

- *Food*- gather tickets for Boardwalk subs and cups of pop

- *Mechanical Bull*- gather tickets to ride the mechanical bull
- *Jail 'n Bail*-
  - *Guard*- stand in front of the mock “jail” and notify “prisoner” when they can leave
  - *Photographer*- take pictures of “prisoner” in front of our mug shot backdrop
  - *Sales*- two volunteers will take cash for from participant wishing to jail their friend as well as cash raised by the “prisoner”
- *Ticket Sales*- two ticket counters will need two volunteers each to take money for general tickets and raffle tickets
- *Patrol*- three volunteers will patrol the upstairs wing where all of the other organizations will be located. If any problem arises, the patrollers can easily assist them.
- *T-shirt Sales*- our “I Survived the Ultimate Showdown” t-shirt will be sold for cash for \$10 each
- *Shakers*- two volunteers will monitor the crafting table to make shakers as gifts to our local Special Olympics chapter

## Operation and Value Adding

The following is a detailed schedule for the entire event:

- 6:00 – Load up cars to transport supplies and decorations to Kirkhof Center
- 6:30 – Begin setting up Kirkhof and send volunteer to Boardwalk Subs on Lake Michigan Drive to pick up donated sandwiches
- 7:00 – Event begins. Volunteers begin their shifts and will rotate every hour
- 10:00 – Raffle drawing in room 2263
- 11:00 – Event ends. Begin tear down and clean up.

## Marketing Plan

### Target Market

The event is open to any person interested in supporting a number of causes. However, there are several segments to focus on:

- *Grand Valley's Greek community*
  - Since this event benefits six different Greek organizations on campus, many Greek members will participate in order to support the organization.
  - In order to reach this market, Facebook and Myspace will be utilized. However, word-of-mouth will be heavily relied upon within the Greek community to draw members to the event.
- *Grand Valley freshman living on-campus*
  - Since the Ultimate Showdown is planned to be early in the year, the event will appeal to freshman who are looking for activities to attend during the weekends.
  - In order to reach this market, Facebook, Myspace, and word-of-mouth will again be utilized. Flyers will be posted in all of the living centers in the Allendale campus. RAs will also be notified of the event so they can relay the message to their residents.
- *Special Olympic athletes*
  - The Ultimate Showdown mainly benefits Special Olympics. Therefore, many athletes and their families have attended this event in the past. They enjoyed the activities and had a lot of fun.
  - To reach athletes on a state-wide level, "Save the Date" cards will be passed out at a Special Olympics soccer tournament. Emails to contacts in our local Area 12 chapter will also be sent in order to receive their support.
- *People interested in country music*
  - One of the main activities at the event is the free line dancing, since there are not a lot of venues that promote line dancing, many people be interested in this aspect of the event.

- To reach this market, ads will be placed in major country radio stations' websites and press releases will be sent to the same radio stations in order to get air-time.

## Marketing Objectives

In order to grow and expand on last semester's Ultimate Showdown, the following objectives must be met:

- Funds available for charitable contribution to Special Olympics must increase by a minimum of \$100. Our main purpose of this event is to raise money for Special Olympics. Therefore, we must ensure that even with the expansion of this year's event to include other organizations, our focus is still with Special Olympics.
- Attitudes towards the event will be favorable based on evaluations made by organization representatives. Three out of six organizations should be willing to participate in this event next year.

## Execution

The first step in planning the event is to contact Nick Smith, the Event Services Programming Coordinator, to set a time and place for the event. He will contact Event Services to officially book the rooms and time. A meeting with Tom Coy, the Assistant Director for Sorority/Fraternity Life & Campus Programming, must also be set up in order to notify him of the event plans.

After a time is set, presidents or philanthropy chairmen of each sorority and fraternity in all councils (NPC, IFC, NPHC) will be contacted in order to gain knowledge of their interest in participating in the Ultimate Showdown. An initial group meeting must be set up in order to explain face-to-face the concept of the event. During this meeting, the "Co-sponsorship Agreement" and "Advertising & Event Form" will be handed to each representative and they will have two weeks to complete the forms. In two weeks, a second one-on-one meeting with the organization's representative will take place where they will turn in the forms and their \$20 advertising fee. Approval of their activity will be discussed during this meeting.

Once final approval of all the activities are in place, a second meeting with Nick Smith must occur where specific locations in Kirkhof for each organization will be discussed.

During the same week of the initial meeting with all interested organizations, an Ultimate Showdown committee must be formed of Alpha Sigma Alpha members. Their first task will be to contact local businesses to ask them for a donation for our raffle. Donation letters will be supplied to each member and specific locations will be assigned.

Also during this week, Curtis Avison and Event Fun Rentals will be contacted in order to inquire about their availability on the date of the event to DJ and rent a mechanical bull (respectively). These are people hired last semester for the Ultimate Showdown and both companies are well respected. Contacts for both of these companies must go through Tom Coy. Curtis Avison must fill out a

Professional Services contract, located on the Student Life website and Event Fun Rentals will send the Office of Student Life their own contract. Once a price is agreed upon, a funding request to the Greek Life Council must be filled out and emailed to their treasurer. The treasurer will set up a meeting to receive more information about the event in order to approve the request.

Once the funding is approved, the University Promotions Office can start designing the flyers, banners and ads for the event. They will post all flyers on campus bulletins for an extra fee of \$10.

Boardwalk Subs will be contacted to inquire about donating four party subs to sell at the event. Boardwalk Subs assisted in last year's Ultimate Showdown and their logo is on the back of all the t-shirts being sold. If they agree to donate the food, a food waiver must be filled out and signed by Campus Dining and turned into Event Services. A Fundraising Form must also be filled out and turned into Event Services.

Press releases will be written and sent out to the Lanthorn, major country radio stations, and the Grand Rapids Press at least a month and a half before the event. The event must also be posted on Grand Valley's Events webpage and a blurb must be sent into The Max. The Ultimate Showdown's personal Myspace page must be maintained and updated regularly.

The following promotions will be executed one to two weeks prior to the event:

- **Chalking** around Kirkhof center one to two days before the event
- **Facebook event page** in order to invite Grand Valley students to the event
- **Facebook message reminders** sent out every day during the week of the event to remind them of the information tables in Kirkhof and Kliener and the event on Friday. Interesting facts about each of the organizations' philanthropies will be the "hook" to entice people to read the message.
- **Kirkhof and Kliener tables** will be managed by a different organization each shift. One shift per location per day. People will be able to sign up to jail their friends in the Jail 'n Bail. The organization with the most people signed up for the Jail 'n Bail will receive a prize at the event.
- **Whiteboard campaign** is where members of Alpha Sigma Alpha will venture into the Allendale campus and write a reminder about the Ultimate Showdown on classroom whiteboards one to two days before the event.

Decorations meetings will also take place about two to three weeks prior to the event. Alpha Sigma Alpha members will be responsible for attending these meetings to help create these decorations.

Checks for the DJ and mechanical bull rental company can be picked up at the Office of Student Life on the week of the event. They will be given to the companies during the event.

Once the event is over, the money will be deposited into the philanthropy chairman’s personal account and checks will be drawn up to give to all of the organizations based on how many tickets they received for their activities. Evaluations will be sent to organization representatives in order to determine strengths and weaknesses of the event.

## SWOT Analysis

Upon execution of the event, the following is an SWOT analysis of this year’s event:

Strengths
<ul style="list-style-type: none"> <li>• Unique event – no other event on campus has a Western theme</li> <li>• Event ran as a Laker Late Night so there was more traffic in Kirkhof during this time</li> <li>• Many participants were Greek community members</li> <li>• Easy to keep track of money and other organizations’ profits because of use of tickets</li> <li>• Jail ‘n Bail raised the most money</li> <li>• Special Olympic athletes attended the event – showed attendants who the money was going to benefit</li> <li>• Event promoted across campus, in The Max, and on B93’s Community Events webpage</li> <li>• The Lanthorn covered the event</li> <li>• Used social networks such as Myspace and Facebook to promote the event and reach a large portion of Grand Valley’s student population</li> </ul>
Weaknesses
<ul style="list-style-type: none"> <li>• Not enough support within Alpha Sigma Alpha to effectively promote event throughout campus</li> <li>• Location – activities were scattered around Kirkhof, so it was hard to direct traffic to other organizations located in the upper level</li> <li>• Event not well established on campus yet</li> <li>• Organizations’ activities catered more towards families but not as many families attended as projected</li> <li>• Many PR ideas were not executed (radio air-time, whiteboard campaign, and the Lanthorn)</li> </ul>
Opportunities
<ul style="list-style-type: none"> <li>• More promotion within the Grand Rapids community through radio and newspaper</li> <li>• Promotion to non-profit organizations who would be interested in helping raise money for participating organizations’ philanthropies</li> <li>• Utilize company sponsorships from raffle donations by asking them to post a flyer at their store</li> </ul>
Threats
<ul style="list-style-type: none"> <li>• Weather was rainy – decreased the likelihood of freshman wanting to walk to Kirkhof</li> <li>• Kirkhof is far from freshman housing</li> </ul>

- Event took place on a Friday night – students may have gone home for the weekend or have other weekend plans
- Could turn into just a Greek community event – need to open up to Grand Rapids community

## Monitoring Performance

In order to monitor the success of the event, the total amount of money raised will be used as a reference to the event's success. Last year, after money was taken out to order the "I Survived the Ultimate Showdown" t-shirts, \$641 was donated to Special Olympics' local and national headquarters. The goal this year is to collect more money from the event in order to support participating organizations and to donate at least \$100 more to Special Olympics.

A survey will be sent to the organization representatives after the event to receive feedback for participating in the Ultimate Showdown. The following are sample questions for the evaluation:

- 1.) Were the meetings before the event beneficial?
- 2.) Did you feel like you had enough information about how the event was going to be run beforehand? If not, what else would you have liked to know?
- 3.) Was this event beneficial to your chapter? to the Greek community? to the campus?
- 4.) What did you like about the event?
- 5.) What aspects of the event did you dislike?
- 6.) Would your chapter be interested in participating in this event next year?

There is currently no method in place to evaluate event attendants' opinions or to track the number of attendants at the event.

## Financial Data

Money from the Alpha Sigma Alpha Philanthropy Chairman budget will be used to finance the event. The maximum amount allocated to the Philanthropy Chairman budget is \$400. Alpha Sigma Alpha also volunteer for Family Fare in August and the company donated \$300 to use for the event. Along with the organizations' advertising fees, this money will be used to rent the mechanical bull.

The above funds will not cover all of the financial needs required to run the Ultimate Showdown. Therefore, assistance from the Greek Life Council appropriations committee will be needed. The event will benefit the entire Greek community because all of the organizations will

be working together to raise money for their charities. This will promote a positive image of Greek life on campus and will also help build relationships between organizations. These are the reasons to appeal to the Greek Life Council. The following is a breakdown of the funds requested and what they will be used for:

Specific Title of Budget Code	Items	Cost	Quantity	Total
<b>PROFESSIONAL CONTRACT SERVICES</b>	DJ	\$150	1	\$150
<b>UNIVERSITY PROMOTIONS</b>	Package #5 + Posting	\$185 + \$10	1	\$195
<b>UNIVERSITY PROMOTIONS</b>	100 Color Posters	\$.27	100	\$27
<b>SUPPLIES – ADMINISTRATIVE</b>	Decorations			\$100
<b>TOTAL: \$472</b>				

### Income and Expenses Statement

Income Sources	\$	Expenses	\$
Alpha Sigma Alpha Budget	\$400	Mechanical Bull	\$775
Family Fare Donation	\$300	DJ	\$125
Organization Advertising Fee (\$20/organization)	\$120	Printed Flyers from UPO	\$222
Greek Life Council Funding	\$472	Decorations	\$90
Mechanical Bull (2 tickets/ride)	\$111	Reimbursement to Organizations <sup>1</sup>	\$80
Food (2 tickets/combo)	\$21	T-shirts <sup>2</sup>	\$0
T-shirts (\$10/t-shirt)	\$86		
Raffle (\$1/ticket)	\$44		
Jail n' Bail	\$492		
Tickets (\$1/ticket)	\$47		
Organizations' Profits	\$127		
TOTAL	\$2,220		\$1,292
<b>TOTAL PROFIT FROM EVENT: \$928</b>			
<b>DONATION TO SPECIAL OLYMPICS: \$741</b>			

### Profit and Loss Statements

Here are the expenses and profits of the last Ultimate Showdown event compared to this year's event:

	Expenses	Funds Available for Charitable Contribution
<b>March 2008</b>	\$1325	\$641
<b>October 2008</b>	\$1212	\$741

<sup>1</sup> Due to low profits to participating organization's activities, a refund for their advertising fee was given to organizations who wanted it

<sup>2</sup> No costs were incurred for the creation of the t-shirts because the same t-shirts left over from last year's Ultimate Showdown were used

Even with the expansion of this year's event, less funding was needed for planning and promotions. This year's event also generated \$100 more to donate to Special Olympics.

## **Appendices**

### **A. Co-Sponsorship Agreement**

### **B. Advertising and Event Specifications Form**

### **C. Organization Evaluations**

# Ultimate Showdown

## Co-sponsorship Agreement

Co-sponsoring Organization: \_\_\_\_\_

Main Contact Name: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_-\_\_\_\_ Email Address: \_\_\_\_\_

Each sponsor will receive the following benefits:

- PR for the entire event (flyers at Grand Valley and the surrounding community, banners in Krikhof, web marketing on Myspace and Facebook, Kirkhof and Kliener tables, chalking).
- Philanthropy and organization spotlight in slideshow
- Banners for each organization's activity

Each sponsor must adhere to the following requirements:

- **Must participate in the Ultimate Showdown on October 24, 2008 from 7PM-11PM**
- At least one representative must be present at all Planning Meetings
- Contribute \$20.00 to PR funds
- Work at a minimum of one Krikhof or Kliener PR Table session
- Responsible for the materials needed for your activity unless approved by Tracy Mak under the Advertising and Event Specifications form
- Donate all proceeds to the philanthropy stated on the Advertising and Event Specifications form

Failure by the cosponsoring organization to adhere to any of the above requirements for will result in a \$20.00 fee. The individuals signing below, warrant that they are the official representatives of their respective organizations and that they are authorized to sign on behalf of said organizations.

### Sponsoring Organization (ΑΣΑ)

### Cosponsoring Organization

\_\_\_\_\_  
Name of Representative (Print)

\_\_\_\_\_  
Name of Representative (Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Advisor or GVSU

\_\_\_\_\_  
Date

\_\_\_\_\_  
Advisor or GVSU

\_\_\_\_\_  
Date

Administrator Signature

Administrator Signature

## **Ultimate Showdown**

Advertising and Event Specifications

**Organization Name (as it will appear on all PR materials):**

*Greek Letters*- \_\_\_\_\_

*Written Out*- \_\_\_\_\_

**Special Needs for Advertisements** (ex. National requirements, special colors, etc):

**Benefitting Philanthropy**

\_\_\_\_\_

**Event Name** (as it will appear on all PR materials):

\_\_\_\_\_

**Description:**

**Special Needs for Event** (ex. outlets, needed square footage, tables, chairs, etc.):

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

# **Ultimate Showdown**

## Organization Evaluations

### **1.) Were the meetings before the event beneficial?**

- Sigma Phi Epsilon- yes, kept me informed on what I needed to do
- Delta Zeta- yes
- Sigma Pi- Yes, communication between planners was sufficient. Meetings kept all parties informed about the event and planning.

### **2.) Did you feel like you had enough information about how the event was going to be run beforehand? If not, what else would you have liked to know?**

- Sigma Phi Epsilon - yes, due to the meetings
- Delta Zeta- no, I did not know that this was part of Kirkhof Late Night, which gives you more insight as to who would be participating, I thought it was solely for Special Olympics kids.
- Sigma Pi- Yes, this was ok.

### **3.) Was this event beneficial to your chapter? to the Greek community? to the campus?**

- Sigma Phi Epsilon- yes to chapter, maybe to Greek community, yes to campus...our chapter had fun, we used it as a bonding time...for Greek i said maybe because granted we all helped we all were scattered so didn't get TONS of time to interact w/one another, but still good...campus yes, great event for the public
- Delta Zeta- Yes to all
- Sigma Pi- Not really beneficial to my chapter, I thought it was good for the Greek community as many participated in each other's events. It was beneficial to campus as it gave a fun event to attend on a Friday night that was for a good cause.

### **4.) What did you like about the event?**

- Sigma Phi Epsilon - our location was the best!!...right on main floor
- Delta Zeta- That the entire Greek community worked together
- Sigma Pi- It was a good idea. There were a lot of good events and people hanging out.

### **5.) What aspects of the event did you dislike?**

- Sigma Phi Epsilon- how everyone was spread out, quite honestly you probably could have put 2 groups in that solarium

- Delta Zeta- That it was separated in different rooms and floors, would have been better all in grand river room or all on 1st floor
- Sigma Pi- How the organizations/games were so spread out. Not many people even came to our table during the 2+ hours we were there. In the future, I recommend consolidating into one larger area.

**6.) Would your chapter be interested in participating in this event next year?**

- Sigma Phi Epsilon- yea I'm sure they would, it's up to the next VP of Programming...but every year so far we liked it.
- Delta Zeta- Yes!!
- Sigma Pi- I don't think so, many of my brothers were disappointed in how much money were weren't able to raise. I am graduating, but I sensed a lack of interest.
- Theta Chi- Yes