

Winona ORC Industries
October 19, 2012

PROPOSAL FOR

NEON/GLOW 5K RUN/WALK

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Summary of Fundraising Project

The purpose of this fundraiser will be to bring more dollars into Winona ORC thru a community event. Although the Spelling Bee, which had a maximum income of \$3,000.00, was a community event, many of the same teams/players participated each year. This event will be able to bring a more significant amount of community members to join us in helping support our mission and bring awareness of what Winona ORC offers to the friends and neighbors with disabilities.

Our Goals:

- Create awareness for Winona ORC
- Increase our fundraising dollars
- Create a fun and unique community event

Thru a committee, we will be able to provide the community with a fun and unique 5k event. The committee will take care of the sponsorship and logistics of the race as well as by promoting it throughout the Winona Community.

Demonstrating the Need for the Fundraising Project

Where the Money will be distributed –

Money raised from this fundraiser will be used to convert Winona ORC's transportation fleet to Compressed Natural Gas vehicles.

A benefit of using CNG is that natural gas is produced both worldwide and domestically at relatively low cost and is cleaner burning than gasoline or diesel fuel. Natural gas vehicles show an average reduction in ozone-forming emissions of 80 percent compared to gasoline vehicles.

Converting one of the transportation vehicles will take approximately \$4,000-6,000, but can save up to \$28,000/year in fuel costs.

Outline of the Fundraiser

Supplies Needed –

- Permits
- Printing
- Awards
- T-shirts
- Bibs and Pins
- DJ/Announcer
- Goodie Bags
- Water Stop Cups

Space Needed

Looking at having this event at the Lake - need to rent out one of the facilities as well as the bike path.

Fundraiser Description

5k Run/Walk and 1 mile fun Run/Walk, participants pay to enter into the race where they receive a goodie bag and a t-shirt. Top finishers receive awards in the 5k. 1 mile run/walk does not receive an award.

Fundraiser Schedule

A date needs to be determined; when WSU/SMU is still in session.

Discussed dates: April 19th (sunset at: 8:04p.m.) and November 8th (sunset at: 4:52 p.m.) other potential dates: March 1st (sunset at: 6:01 p.m.) and March 8th (Sunset at 6:10 p.m.)

Once the date has been determined, we will need to determine the route as well as reserve the venue and bike path. Letter will need to be sent to the City of Winona as well as the Park and Rec, Police and Fire Department, EMT's and Bill Baker for use of timing equipment/scaffolding.

Roles need to be delegated – Roles are:

- Race Director
- Sponsorships
- Registration
- Publicity/Marketing
- Volunteer
- Finance
- Refreshments
- T-shirt
- Goodie Bag

Name and Logo needs to be created.

We will need to find sponsors for this event.

T-shirt screener needs to be determined.

Registration fliers will be distributed to the various work-out facilities, Live Well Winona, colleges, businesses, Radio, PSA's, social media and in other race packet goodie bags.

Registrations will come in, need to be entered into registration program.

When pre-registration occurs, order shirts with screener.

Goodie Bags to be stuffed and pre-packet pick up the night before the event.

Fundraiser Budget

INCOME	Projected						Change
Neon Yellow \$500	4	500.00	2,000.00	-		-	2,000.00
Neon Orange \$300	8	300.00	2,400.00			-	2,400.00
Neon Green \$150	8	150.00	1,200.00			-	1,200.00
Neon Red \$75	15	75.00	1,125.00			-	1,125.00
			-				
			-				
			-				
			-	-	-	-	-
Sponsor Income			6,725.00			-	\$6,725.00
Individual Runners - Pre-registered	100	20.00	2,000.00	-	-	-	2,000.00
Individual Runners - Late Register	15	25.00	375.00	-	-	-	375.00
1 Mile Fun Run/Walk	25	10.00	250.00			-	250.00
Group Registrations (4 teams @5 ea)	20	15.00	300.00			-	300.00
			-	-	-	-	-
			-	-	-	-	-
Registration Income			2,925.00			-	\$2,925.00
Water						-	-
Sports Drink						-	-
Banana's			-			-	-
Bagels			-			-	-
			-	-	-	-	-
			-			-	-
			-			-	-
In Kind Donations			-			-	\$0.00
Total Income			9,650.00			-	\$9,650.00

EXPENSE	Projected						Change
Postage	1	60.00	60.00				60.00
Printing (1500)	1	125.00	125.00				125.00
Permits	1	100.00	100.00				100.00
Awards	1	350.00	350.00				350.00
T-shirts	1	1,500.00	1,500.00				1,500.00
Pins	1	17.00	17.00				17.00
Custom Bibs	1	111.00	111.00				111.00
DJ/Announcer	1	50.00	50.00				50.00
Goodie Bags - for packet pick-up	1	15.00	15.00				15.00
Goodie bag inserts - Glowsticks	1	100.00	100.00				100.00
Water stop materials - Cups	1	100.00	100.00				100.00
Misc Expense	1	200.00	200.00				200.00
Operating Supplies Expense			2,728.00			-	\$2,728.00
			-			-	-
			-			-	-
			-			-	-
			-			-	-
Fees Expense			-			-	\$0.00
Total Expenses			2,728.00			-	\$2,728.00
Total Net Profit			6,922.00			-	\$6,922.00

Potential Fundraiser Risks and Setbacks

- Weather related – rain, still hold event, unless it's lightening. If it is lightening, wait for a set time, or cancel the event. No refunds, no deferring race to another year. Registered participants will still receive the goodie bag and t-shirt.
- Risk – there are many 5k's in the Winona area. This race could combat this problem being it is a unique race to the Winona area. Most races happen on a Saturday morning. This would be a Friday night Glow in the Dark/Neon race.
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Sponsors

Sponsorship Levels and what they receive are: (need to find names for these levels) – also can be more specified to our event.

“NEON Package” - \$500

- Name on race shirt – to be sized by sponsor level
- Name as “Event Sponsor” in newsletters and e-letters
- 3 race entries (includes t-shirts)
- Logo and website link on web
- Course signage

“RADIANCE Package” - \$300

- Name on race shirt – to be sized by sponsor level
- 2 race entries (includes t-shirts)
- Logo and website link on website
- Course Signage

“GLIMMER Package” - \$175

- Name on race shirt – to be sized by sponsor level
- 1 race entry (includes t-shirt)
- Logo and website link on website
- Course signage

“GLOW Package” - \$75

- (Vendors Only) 10 X 10 area at the event

Plan for Promotion of Fundraiser

Word of mouth thru: fliers at various gyms, sporting good stores, PSA's, radio, social media, online registration, fliers in other local race packets, mailings to businesses about sponsorships.