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Event Proposal:

# Quarter Mile for a Cause

Benefiting the American Cancer Society (ACS) Ohio Division



Presented by Richard Eash

(Representing the Import Car Enthusiasts of Ohio Club)

## Event Proposal: Quarter Mile for a Cause

### 1.) Primary purpose

The primary purpose of the *Quarter mile for a Cause* event is to raise a generous monetary sum to donate to the American Cancer Society (ACS). It is our hope that an exciting day at the race track will not only please the drivers who race and display their cars, but also the spectators which will include special guest patients from the Fisher-Titus medical center.

### 2.) How does this event relate to the goals of Summit Racing?

Summit Racing Equipment has been a staple in the automotive enthusiast community for more than thirty-five years now. It has not only secured its place in aftermarket sales, but has also expanded into drag racing event and racing team sponsorship. It is our belief that Summit Racing with its rich heritage, generosity and involvement in the racing community, will be an exceptional sponsorship candidate for an event of this nature. Sponsoring this event will maintain parallels with the company's long-standing goals which are met time and time again.

- The display and advertisement of Summit's products, and other sponsored events.
- Exposure to possible consumers/enthusiasts in the form of drag racing participants, car show contestants, and event attendees.
- Service, generosity, and hospitality to the surrounding community and its residents.
- Reinforcement of Summit's positive public image through example.

- Satisfying the expectations of those involved with the event and the Summit Company.

### 3.) Specific goals for this event.

During the various stages of this event including the planning, implementation, and conclusion, a number of goals have been devised and recognized to ensure the most successful probable outcome. These goals, listed below, are arranged in a general order emphasizing a pseudo-timeline format.

#### **A.) Ensuring a favorable attendance**

##### Radio Stations

This will be the most important initial goal to the event's success. In order to announce the dates, details, and purpose of the event, we plan on contacting various radio stations to schedule airings of a thirty second pitch highlighting the previous two weeks prior. The radio stations considered include: WRQK 106.9 FM of Canton, WZIP 88.1 out of Akron U., and WLKR 95.3 in Norwalk.

##### Event Flyers

Public locations within a two mile radius of the track will be scouted and targeted for flyer display. Locations that are favorable for exposure include: automotive service stations / detailing shops, car part sales (AutoZone), and audio equipment retailers. The flyers will be simple and to the point including the Summit Racing logo.

##### Sponsorship participation

Along with the aforementioned methods of announcement we cordially invite the sponsors to take an active role in advance event notification. This may include, but is not limited to, announcements through newsletters, flyers displayed

at retail locations, and information listed on websites. By working together, the chances of a successful turnout dramatically increase.

#### Track event flyer

Proceeding the racing season, Norwalk Raceway distributes a newsletter by mail listing the entire schedule of events at the track; complete with dates. In cooperation with them, this event will be included in that newsletter reaching those already listed on their immense mailing list across northeast Ohio.

#### **B.) Participant incentive**

As a measure to draw participants to race and display their vehicles in the car show, there will be Summit Racing gift cards allocated for the purpose of distribution to race winners and car show “standouts.” The recommended values of these winnings are listed in the budget section below. In the drag racing events, a standard elimination bracket will be exercised. You win, you move on to the next round. The winner and runner up will receive one gift card each with varying amounts; the winner obviously having the higher value of the two. In the car show portion of the event, winners will be chosen by kids from the local hospital’s cancer ward who have come out to represent the cause. Winners will be selected from various class breakdowns based on the type of vehicle entered; car, truck, and best overall. All three of these winners receive a gift certificate for the identical amount.

#### **C.) Maintain level of safety and protection**

As with any event of this nature, the safety of the spectators and participants is top priority. For this reason, there will be medical technicians and fire crews on duty the entire day. They will be supported by the standard number of ambulances and fire trucks precedent to such events. The cost of this safety

presence is included in track rental and will be further summarized in a latter section.

Cars competing in the drag races will be subjected to standard safety inspection protocol. Those with any violations will be forbidden to race unless violations can be corrected.

To protect the order and harmony during the event, a security force will be on hand to see this goal is carried out with no incident. Individuals or groups compromising safety will be dealt with on a situation basis, with varying levels of reprimand.

**D.) Achieve a Net Profit**

Upon completion of the event, admission fees for participants and spectators will be totaled and the final net profit calculated. This ambitiously anticipated profit can then be presented to the Cancer Foundation as a donation on behalf of everyone involved with this great project. The donation will assist the foundation in their struggle to aid those inflicted with this devastating disease.

**Admission fee will be \$20 for spectators, \$30 dollars to race and car show entry.**

4.) Manpower and staff

The following chart highlights the concrete positions and staff that will be present prior to and during the event. Any updates and newly determined positions may be added later.

Position	Job Description	Reports to:
Event Supervisor	I Richard Eash will be the event supervisor. I will see to it that the schedule is followed and the goals are being met.	Summit Racing Sponsorship Head
Supervisor Assistant	I will have an assistant chosen from the club. He/She will support me in my tasks and responsibilities.	Event Supervisor

Security	Security will protect the safety and well-being of all attendees through force if necessary.	Event Supervisor & Norwalk Police Dept.
Announcers	Announcers will convene in the announcer box, making play by play commentary of the races, winners, and any other notifications to the attendees.	Event Supervisor & Norwalk Associates.
Track Crew	The responsibility of the track crew is to inspect vehicles prior to racing, maintain a clean racing surface, and operate the starting tree.	Event Supervisor & Norwalk Associates.
Hospital Chaperone	Hospital Chaperones will watch over and monitor the safety and condition of the guests from the hospital. If any aid or assistance is required, they are instructed to immediately contact me or a medical staff member.	Event Supervisor & Medical Staff
Fire Crew	The fire crew will extinguish any fires including those within vehicles, as well as participating in rescue operations.	Event Supervisor & Medical Staff
Medical Staff	Members of the medical staff present will oversee any medical events that may arise.	Event Supervisor & Fire Crew
Gate operators	The primary task of gate operators will be ticket issuing and payment collections. These individuals will be selected from the club and are entirely volunteer.	Supervisor Assistant
Society Head	The American Cancer Society of Ohio head is cordially invited and will have the opportunity to meet with attendees and observe all aspects of the fundraising event.	
Norwalk Associates	During any event, there are Norwalk associates present; working in the office. They offer assistance in any track related matters and provide another arm of coordination with track and safety crews.	Event Supervisor

## 5.) Materials & Supplies

The following chart is a simple list of materials that will be purchased prior to the event for various purposes and are expendable.

Material	Quantity	Total value	Source
Summit Gift Cards	5 cards	\$300	Summit Racing

Printer Paper	300 sheets	\$6.99	Best Buy
Roll of Tickets	500 tickets	\$9.99	Office Max
Thank you cards	50 cards	\$25.00	Hallmark Store

## 6.) Community Resources

The success of this event will be credited to the cooperation of various people, organizations, and the community which hosts it. There are notable assets vital to this event which are easily identified and found right in the hosting community. We rely on the generosity and hospitality of the community to provide that which we cannot. Those specific resources are as follows.

### Race Track

The chosen location for this event is Norwalk Raceway located in Norwalk Ohio. This is the largest resource and is a testament to the city of Norwalk's commitment to entertainment and people in the automotive community. Its nationwide recognition, rural scenery, and laid back atmosphere make it the perfect place to get people together and have a great time. It is also no secret as to Summit Racing's involvement in making that track the spectacle it is today through sponsorship of almost every event.

### Bus Service

Transportation to and from the event for those in the area and/or those unable to drive themselves will have the convenience of local bus transit. Transportation by bus not only frees up parking space for out of town visitors, but also limits traffic around the track entrances and exits. The bus service will allocate a bus specifically intended for transportation of the kids coming from the hospital. The particular company offering this service is the Central Ohio Transit Authority (COTA), which has multiple stations in the surrounding area.

### Food Vendors

The responsibility to provide the attendees with food and refreshments has been placed upon private food vendors. Food vendors routinely stay aware of events around their area and contact those venues in regards to scheduling. Norwalk raceway has a stable status with many vendors and immediate duty to contract defaults to Norwalk. As added insurance, we will also monitor the status of the contracting agreements and if necessary contact local vendor agencies to notify them in advance.

## 7.) Potential problems with solutions

A successful event depends on many things, one being the recognition of potential problems and a willingness to develop solutions. Poor planning in advance to counter these can ruin the aspirations of event planners and participants. Though insightful intent, a breakdown has been created highlighting possible problems that may occur, along with confident solutions to overcome the various obstacles.

### **A.) Poor Weather**

Poor weather is the enemy of most outdoor events, which is also the case with this one. However, because the event is being slated for a June showing, rain will be the only weather phenomenon under consideration.

#### Rain and Lightning

If it should rain during the event, general safety precautions and adjustments will be exercised. In the instance of a light rain, all events will continue as normal with ponchos being offered by a private vendor. Keeping the track functional in such weather will be the track crew's responsibility. If the rains should increase to a downpour, the track will be temporarily closed until more favorable conditions return. The large bleachers found at the raceway provide salvation from such rains and will be complimented by product vendor tents where attendees may browse through various automotive parts. Lightning in the area will merit all attendees be directed from the topside of the bleachers



and the car show grass area to the underside of the bleachers, this includes car show participants as well. All adjustments will remain in effect until weather conditions improve.

### **B.) Low attendance**

Every realistic method has been considered to increase public awareness of this event. However, if for some reason, the attendance seems awkwardly low, the event will still go on as planned. In the end, if the funds raised do in fact reflect low attendance, then the club will place some of the fundraising burden upon themselves.

### **C.) Budget Shortfalls**

The possibility of a budget shortfall has been nearly eliminated through the intelligent design of the budget which incorporates a monetary buffer meant to fulfill financial needs that develop suddenly and unexpectedly. If that buffer is used to its extent, the remaining need will fall upon the members of the club, including myself.

### **D.) Car Crashes**

If a vehicle should crash while racing, the standardized protocol will be followed. This includes ambulance, fire truck, and track crew involvement. A van will be sent to the scene of the crash to pick up a non-injured driver. If the injury is more serious and the wrecked car poses a safety risk, the ambulance and fire truck may be necessary. When anything breaks on a car, leaks of some fluid are common. The track crew will clean up such spills and return the pavement to a usable status.

### **E.) Attendee injury**

During the course of the event, various degrees of injury or sickness may occur. The medical staff will make the determination of the severity and course of action on these matters. In general, lesser injuries may be treated with the attendee being able to remain. More serious instances may require ambulance transportation to the hospital. In

any event, the medical presence will be obvious and courteous to the needs of all attendees.

## 8.) Chronological Steps

The steps below are ordered from the soonest to right up to the event.

- a. Contact American Cancer Society (ACS) to discuss fundraising intentions.
- b. Contact Fisher-Titus Medical center in regards to patient attendance at the event.
- c. Contact Norwalk Raceway and discuss scheduling the event, food vendor availability, and insurance coverage.
- d. Get final word on confirmation of agreement and determined event date.
- e. Begin flyer duplications and distribution to selected locations.
- f. Contact radio stations and negotiate air dates and times.
- g. Allocate club resources for emergency expense.
- h. Verify manpower roster attendance and other participants.
- i. Purchase roll of tickets.
- j. Conduct final roll call and current budget analysis a week prior to event.
- k. Attend event.

## 9.) Overall Budget

The following budget breakdown is a representation of event expenditures that will be sponsorship funded. It is strictly itemized with a final total below.

<u>Expenditure</u>	<u>Price Breakdown</u>	<u>Cost</u>
A.) <u>Norwalk Track rental</u>	\$250 / hour x 8 hours	<b><u>\$2000</u></b>
B.) <u>Radio Advertisement</u>	\$2000 for 60 plays	<b><u>\$2000</u></b>

C.) <u>Announcer wages (for 2)</u>	\$50 / hour x 8 hours	<b><u>\$400</u></b>
E.) <u>Flyer duplication</u>	\$50 ink cartridge	<b><u>\$50</u></b>
F.) <u>Summit Racing Gift Cert.</u>	\$50 x 4, \$100 x 1	<b><u>\$300</u></b>
	<b><u>Subtotal</u></b>	<b><u>\$4750</u></b>
G.) <u>15% Buffer</u>	Unforeseen costs	<b><u>\$713</u></b>
	<b><u>Total</u></b>	<b><u>\$5463</u></b>

## 10.) Conclusion

I believe through the help and generosity of Summit Racing, Norwalk, and others that we all can make a difference in the lives of people fighting cancer now, those who have won the fight, and anyone effected by its debilitating effects.

Thank you for your time and the opportunity to propose the preceding.