WMU MUD VOLLEYBALL TOURNAMENT THESIS

Autumn Gammon & Morgan DeBoer
Wednesday, November 18, 2015
Project Overview - Why Mud Volleyball?

- Increased popularity over past years
- Fun for all age groups
- Bring together WMU students and community members
- “Get dirty to get clean”
Project Overview - The Water Project

- Non-Profit Organization

- Organizational Goal: Bringing clean water systems to African communities

http://thewaterproject.org/our-water-projects
Project Overview - The Water Project

• Offering Support Through:
  • Training
  • Expertise
  • Monetary donations

• Projects:
  • Digging wells
  • Constructing small dams
  • Catching rainwater
  • Protect fresh-water springs
  • Filter surface water
  • Maintain proper sanitation and hygiene practices

http://thewaterproject.org
Project Overview - Thesis Goals

- Gain an increased understanding of event planning
- Raise money and awareness for The Water Project
- Fundraise $1,000 for The Water Project
- Create an annual charity event
- Generate relationships with the Kalamazoo community
- Bring together Western Michigan University RSO’s
Market Analysis

• Primary Market
  • Western Michigan University students
  • 18 to 24 year olds
  • Active lifestyles
  • Market Goal: create memories with friends
  • Market Conflict: money conscious

• Secondary Markets
  • Surrounding Kalamazoo community members
  • Families - 30 to 50 years old & 15 to 18 years old
  • Market Goal: help worthwhile cause as a family
  • Market Conflict: creation of event for all ages
Market Tactics

- Social Media
  - Facebook
  - Twitter

- Traditional
  - Flyers
  - Campus Handouts
  - Press Release
SEPTEMBER 26, 2015
9:00AM – 5:00PM
WMU MUD VOLLEYBALL

Join us on September 26th at the Kalamazoo County Fairgrounds for a fun-filled day of volleyball in the mud!

It’s time to rally together a group of your closest friends, because we’re getting dirty to get clean! The first ever WMU Mud Volleyball Tournament will be a double-elimination style tournament consisting of 40 teams, played on courts of thick, gooey mud.

All profits raised from the event will be donated directly to The Water Project, a non-profit organization that is dedicated to helping bring clean water to sub-Saharan African communities. So join the fun on Saturday, September 26th, to help support a great cause! And come on... who doesn’t like getting a little dirty every once in a while?

Register NOW at:
http://wmumudvolleyball.weebly.com/registration.html

It’s time to get dirty to get clean!

Teams of 6-8 players
$90 Registration Fee per Team
Play 2 Games Guaranteed!
Prizes for top 3 teams!

Questions? Please contact us at:
wumudvolleyball@gmail.com

Kalamazoo County Fairgrounds
2900 Lake St. Kalamazoo, MI 49048
WMU Mud Volleyball Tournament
September 26, 2015

Join us on September 26th for a fun-filled day in the mud!

Who: 40 teams made up of WMU students and community members
What: WMU’s first ever mud volleyball tournament
When: September 26th, 2015 9:00am – 5:00pm
Where: Kalamazoo County Fairgrounds
Why: Help raise money and awareness for The Water Project, a national non-profit organization dedicated to bringing clean water to Sub-Saharan African communities

Only $50 per team & prizes for the top 3 teams!

Register today at: wmmumudvolleyball.weebly.com
FOR IMMEDIATE RELEASE: September 16, 2015

Western Michigan University’s First Ever Mud Volleyball Tournament

Description: Be a part of Western Michigan University’s first ever Mud Volleyball Tournament! Bring your friends for a chance to play in the mud and raise money for The Water Project, Inc. to join in the fight for clean water. The event will be held on Saturday September 26, 2015 at Kalamazoo County Expo Center and Fairgrounds with team check-in beginning at 9am.

Kalamazoo, Michigan, September 16, 2015– The WMU Mud Volleyball Tournament, at the Kalamazoo County Expo Center and Fairgrounds, will play host to a double elimination bracket style tournament. The tournament will be an all-day event with check-in for teams beginning at 9am and the first games beginning at 10am. Spectator admission to the tournament is free of charge with an optional donation to The Water Project, Inc., the sole beneficiary of the tournament.

The Water Project, Inc. is a non-profit organization that continually works toward providing sustainable water projects to communities in sub-Saharan Africa who suffer from a lack of access to clean water and proper sanitation. The Water Project’s staff and partners work together to provide training, as well as expertise and financial support for various project construction. In order to help these sub-Saharan African communities to develop and grow, The Water Project, Inc. helps communities dig wells, construct small dams, catch rainwater, protect fresh-water springs, filter surface water, and maintain proper sanitation and hygiene practices.

Registration for participation in the event is currently open on the event website, www.wmumudvolleyball.weebly.com. Teams are encouraged to register early as there is a limit of 40 teams for the tournament. Teams are limited to 6 to 8 players and will pay a single team registration cost of $50. This registration cost will go in its entirety to The Water Project, Inc. Please join us on September 26, 2015 for your chance to “get dirty, to get clean!”

Contact Information:
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www.wmumudvolleyball.weebly.com

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Bronco Bash

- Shared booth with Lee Honors College
- 8ft by 3ft event banner
- Handmade spinning wheel
- Promotional giveaways
- Campus handout postcard
Event Personnel

Autumn Gammon & Morgan DeBoer
Event Coordinators

Dr. James Lewis
Event Supervisor

Roger Gammon
Construction Expert

Philip DeBoer
Financial Advisor

Dr. Ann Veeck
Marketing Supervisor

Tenille Denllinger & Ashley Davis
Volunteer Coordinators

HPHE 3710 Class
Volunteers
Event Personnel - Volunteers

- HPHE 3710 class
- Over 30 students
- Helped with:
  - Gathering prize donations
  - Friday set-up
  - Running of tournament
Event Location

- Kalamazoo County Expo Center and Fairgrounds
- South Horse Arena - perfect area for courts
- Expo Center agreed to overturn mudded court area
- Sufficient space for all event components
Operations - Event Timeline

1. Initial Event Prep
2. Selection of Date
3. Selection of Event Location
4. Find Sponsors
5. Find Liability Coverage
6. Event Marketing & Promotion
7. Encourage Team Registration
8. Find Volunteers
9. Event Set-Up
10. Tournament Day
11. Event Follow-Ups
Financial Data - Budget

- Original estimated budget - $7,000+
- Actual financials needed - just over $3,000

### Event Budget for WMU Mud Volleyball

#### Profit - Loss Summary

<table>
<thead>
<tr>
<th></th>
<th>Estimated</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total income</td>
<td>$5,500.00</td>
<td>$3,902.22</td>
</tr>
<tr>
<td>Total expenses</td>
<td>$7,050.00</td>
<td>$3,552.22</td>
</tr>
<tr>
<td>Total profit (or loss)</td>
<td><strong>($1,550.00)</strong></td>
<td>$350.00</td>
</tr>
</tbody>
</table>

![Bar chart showing estimated and actual income and expenses](chart.png)
Financial Data - Sponsors

- WMU Mud Volleyball lacked 501-C3 status for charitable donations from sponsors

- Obtained Help From:
  - Haworth College of Business Career Center
  - WMU Alumni Development Office
  - Dr. Timothy Palmer
  - Lee Honors College letter

- Monetary Donations Through:
  - Personal checks
  - GoFundMe
WMU Mud Volleyball Tournament

$1,685 of $2,000
Raised by 21 people in 4 months

Donate Now
SHARE ON FACEBOOK
Closing Reflections

- Great outcome with 7 participating teams!
- Overwhelming amount of support received
- Very strong last month of planning
- September 26th - perfect weather!
- Final $350 donation to The Water Project
- Investor ROI of about 10%
Questions?