



Stockbridge Athletic Boosters Special Meeting

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Opening

The Special Drawdown Meeting of the Stockbridge Athletic Boosters was called to order at 6:39 PM on February 26, 2019 in the Teacher's Lounge in Stockbridge High School by Chris Miller (CM). *(Initials will be used throughout).*

Attendees

Chris Miller, Lynn Beauregard, Monique Coffman, Colleen Satkowiak, Jaime Knoll, Meghan Kunzelman

Goal of meeting

- Boosters called this special meeting with the hope to finalize a few more specific details so as to clearly advertise when/where/how tickets can be purchased, set-up sub committees, discuss and finalize sponsorship opportunities to be shared with community businesses, and confirm deadlines for all tasks that need to be completed before our event.

Tickets

Raffle License:

- CM: He received a call today — previous president is off the license, we should have the number by Friday.

Pre-orders:

- (MC created a sign-up sheet and emailed out on 1/25/19 to LB, KG, CS, CM, RS, JK, JS, MK).
 - Pre-order would have to include specific purchaser information and tied to the specific ticket number.

Booster Participation:

- Can Board Members or spouses buy tickets?
Consensus was yes — for silent auction, 50/50, and side bets.
Decision on Draw Down was tabled until next General Board Meeting.

MK - side bets, 50/50's going on - made an extra \$1K (added profit). (license covers everything that would happen that night.

CS - Big Board (have to rent this for the raffle) (Squares are for side bets to keep track of 10's taken (1-100) squares. (We want to write on it - with numbers). Smaller + 2" x 2" squares JK & KG can explain - side bets at front right of stage 75 people left or 25 (I think #48 is going to win) squares go up in cost as squares run out. (1 grand prize - winner). Give Gordie schedule.

Rent Ball Machine and 100 balls (CS) both.

1st Ball (\$250) 100; 25th Ball (\$250)

50th Ball (\$500)

75th (1,250) 750

100 (\$2,500) 300 - 600 - 2500

(Gordie draws 10 balls at a time (side bets).

Last 2 or 3 take and split (or go to the end).

MK Suggested first 4 (all 250) 500/1K/2500 98, 99, 100 - Chris motioned , JK second, all in favor.

Ticket Design/Ordering (MC):

- Three quotes have been received -
 - \$91.14 + \$17.11 = \$108.25 (shipping & handling) 4/0 full bleed. Q100 (48hour)
 - \$45.64 4/0 Q100 (\$bill)
 - **\$10.00 simple pre-done (local) CS move to purchase local ticket, LB 2nd all in favor.**

Confirm quantity of tickets we are going to sell (100 or 125?): 100

- Draw down amounts will be based on this information (as will the promotional posters).
- Ticket cost \$100 (1 entry into raffle) + admit two to event.

How, when, where can tickets be purchased:

- We have to keep a spread sheet of who buys a ticket with their number, name, address, phone
- Can Boosters members buy tickets and participate with the potential to win? NO to tickets, yes to auction items. (School, events, Ad in paper, work)

Continued...

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Spouses cannot buy tickets. Board Members can participate in 50/50, side-bets, silent auction. Table final decision.

- **LB makes a motion to form a committee which has the right to approved ticket design.**
CS seconded. All in favor, yes. Motion passed.

Venue - American Legion Hall

Deposit Paid, Contract Signed April 27, 2019 (Time?)

- Liability covered under Legion? See contract
- Maximum Capacity 250

Catering

Lynn Beauregard confirmed Anthony Adkins and JT?:

- Donate service, we buy food. Estimate \$12.00
- Contract?

Beer & Wine (Bond) for Special Event.

- We buy beer, people donations?
- Still need bond (plant a seed on how to distribute). Discuss more about serving cups vs. pitcher.

Emcee/Music

Lynn Beauregard confirmed Gordie Kunzelman

- Contract?
- Payment:
- Background music fine - no DJ.

Sponsorships

Sponsorship Letters

- Letters need to be sent out to area businesses.
- What kind of recognition will they receive?
- Sponsor event items? (Dinner Sponsor, Hall Sponsor, Beer & Wine Sponsor?) Signs at event, etc.
Donations for Silent Auction - Board members go in person to businesses to ask...
Recognition
Thank you afterwards/online? Article?

Potential sponsors

Local Businesses (Restaurants, Golf Courses, Stores, Florists, Activity Centers (Archery, Bowling, etc.) Churches, Library, etc.
Salons, Fitness Facilities, 5HT).
Seating at graduation? (Superintendent?)

Draw Down Promotion:

Print Materials:

- Posters
- Flyers
- Ad in paper? Cost?

Digital Materials:

- Social Media/Web
- Online Ads? Cost?

Cross Promotion:

- Set up table at other events:
(SRSly 3x3 Tournaments).
Stockbridge Town Players
Indoor Farmers Market?
Festival of Tables?

Draw Down:

✓ \$ Breakdowns

- ...

✓ Other raffles (50/50)/baskets/squares, etc.?

- ...

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Committees:

- ✓ Tickets
 - ...
- ✓ Donation Requests/Sponsorships
 - All
- ✓ Food
 - ...
- ✓ Beer & Wine & soda
 - ...
- ✓ Set-up Decorating
 - All
- ✓ Clean-up
 - All

Move to adjourn 7:48 , JK second, all in favor.