

Turkey Games

Basketball Tournament

Event Plan



SUNY Cortland, Cortland NY 13045

Hunter Brandt, Tyler Harrig, Brittnei Duke, Frankie Gallegro, Jenn Phanord, Ryan Roldan
11 December 2018

Table of Contents

Program Title.....	2
Program Description.....	2
Event Mission.....	2
Target Market/Target Demographic.....	2
Goals/Objectives.....	2
Need.....	3
Planning Format.....	3
Planning Timeline.....	4
Day of Event Timeline.....	5
Promotions.....	5
Sponsorship Letter.....	6
Potential Sponsors.....	7
Budget.....	8
Supply List.....	10
 Operation Details.....	 11
Venue Arrangements.....	11
Special Arrangements.....	11
Set-up & Flow of Space.....	11
Inclusion Plan.....	11
Check in/Registration Plan.....	12
Staffing.....	12
Cancellation Plan.....	13
Risk Management Plan.....	13
 Overall Event Summary.....	 15
Implementation.....	15
Wrap Up.....	19
Demographics.....	20
Decision Statement.....	20
Copy of Thank You Letters.....	21
Photos of Your Program.....	23

Program Title

The Turkey Games.

Program Description

The “Turkey Games” is a recreational yet competitive basketball tournament, and it took place at Lusk Field House on November 17, 2018 at 4:30 p.m. The event was be open to the entire SUNY Cortland student body. The event was a double-elimination tournament with participants competing for prizes.

Event Mission

To provide students with an environment that allows them to play basketball competitively along their friends and to promote staying active and taking a break from school work.

Target Market / Target Demographic

Our target market is SUNY Cortland students that are interested in playing or trying out basketball. Since anyone can grab a basketball from the Student Life Center and shoot around, we thought it was important to provide students with a fun atmosphere to play semi-competitive games.

Goals and Objectives

Goal #1: Get people to participate in our event.

- Have at least four teams registered by the 15th of November.
- Have Jaclyn's email sent to all students by November 13th.

Goal #2: Attain multiple sponsorships for our event.

- Have at least two sponsors by November 9th.
- Have at least two cases of water supplied to our event by November 10th.

Goal #3: Hit every time interval we set for ourselves and for the games. We want our events to run as smooth as possible

- Work out an hourly plan so that all the staff is always on the same page and hand out the plan a week before the event.
- Have a run-through of our event in Lusk Field five days before the day of our event.

Need for the Program

There is a need for this event. Basketball is a very popular sport, and it is easy to find five people to get together and play. The Student Life Center is always full of students shooting around or playing little games of pickup, so we wanted to create an event to bring that aspect to another level.

Planning Format

We decided to host the event on November 17, 2018 from 4:30 p.m to 7 p.m in Lusk Field House. We knew that students would be studying and doing their homework before they went home for Thanksgiving break, so we figured this would be a good time to give students the

opportunity to take a time away from school. We planned the event to start at 4:30 so that students still had time to focus on their school work but might want to take a little break. We reserved Lusk from 4 p.m to 9 p.m to give us ample time for set up, clean up, and debrief.

Planning Timeline

Date	Day	Activity	Completed?
October 22 nd	Monday	Finalize sponsorship letters and send out	
October 30 th	Tuesday	Visit/plan event site	
October 30 th	Tuesday	Complete supplies list	
October 31 st	Wednesday	Finalize event staff	
October 31 st	Wednesday	Talk to club sports for refs	
November 1 st	Thursday	Registration reminder	
November 2 nd	Friday	Table at SLC	
November 10 th	Saturday	Registration reminder	
November 10 th	Saturday	Email from Jaclyn	
November 12 th	Monday	Gather all supplies	
November 12 th	Monday	Final staffing list/sponsorship money usage (prizes, waters, etc.)	
November 15 th	Thursday	Last minute meeting/checklist	
November 17 th	Saturday	Event Day	

Day of Event Timeline

Day of Timeline	
4:00 pm	Arrive for Setup
4:30 pm	Thank participants and sponsors, start games
4:30 – 6:40 pm	Event runs, teams rotating as necessary
6:45 pm	Award prizes to winning teams, thank everyone again for participating, hand out prizes
7:00 pm	Begin tear down

Promotions

We used social media to promote our event. The flyer was posted on Instagram and Snapchat. Jaclyn Lawrence, the Assistant Athletic Director, sent out a mass email to all SUNY Cortland students the Wednesday before the event.



Sponsorship Letter

“Dear (Company Name),

Participating in sports in my eyes is a form to create a community, a form of communication and a way to build relationships with those around you. When individuals become involved in sports, it allows those people to express themselves as well as use as a distraction from the world around them. SUNY Cortland carries many students where sports are their passions.

The goal for this event is to create an inclusive event between students and other fellow piers from all types of background to mingle and encourage them to have fun while engaging with each other. This sporting event will allow students to bond and get to know their fellow student community on a deeper level to create a more positive environment in the classrooms. Students will create a more unified classroom and this will allow them to feel more comfortable when working in teams when returning to their regular schedule. This would not be possible without having partners like you.

This is where you can help me reach this goal and help better the SUNY Cortland community. We are requesting to be sponsored by your business to allow us to have a successful event. Our event allows us to become more unified as a student body as well as a campus. If you are able to sponsor our event we would be able to advertise your business to the SUNY Cortland community and publicize any items you provide for sale. This will create exposure of your business to over 6,000 undergraduate students, their families, faculty and staff as well as the broader Cortland community.

For the Student Sporting Event, we would like for you to sponsor us with a request of (AMOUNT REQUESTING) to assist us on being successful at our event.

I will be reaching out to your business by Thursday October 18th, 2018 mid-afternoon if you have any questions or concerns.

Best Regards,

The Turkey Games Staff”

Potential Sponsors

1. Calios

- a. As a small local business in the Cortland area, we would be able to use their monetary support for our event. Using them as a sponsor may attract more students because many students love Calios, and if they know they have the possibility to win a gift card to Calios, there may be more of an incentivized to attend.

2. A & W

- a. We chose A & W because they are an established corporation, and the members of the Cortland community love A & W, so we wanted to try and involve Cortland students to their business.

3. Walmart

- a. We wanted to reach out to Walmart and gain their support because they are a large corporation in a small college town. For our event, everything we want or need can be purchased at Walmart.

4. ASC

- a. ASC operates for the students, so we decided to reach out to them because they are probably very likely to help us with our event. Specifically, we are hoping to get cases of water donated by ASC.

5. Tops

- a. Tops is a good choice for sponsorship because they are a large corporation, and because of that, they are going to be more likely to donate to a local community-involved event.

Budget

Program Worksheet SAMPLE						
Program Name: The Turkey Games			Date/Month: November 17th, 2018			
A. Direct Costs:						
1. Staff/Instructors/Leaders/Officials:						
# of Inst.	weeks	#class/wk	#hrs/class	Hr.Rate	Cost	
6	1	1	4	\$0.00	\$0	
					\$0	
					\$0	
					\$0	
0	0	0	0	\$0.00	\$0	
Total Leadership Cost:					\$0	
2. Supply Costs:						
Item Name	QTY.	Unit Cost	Est. Cost	Cost		
Pinnies	40	\$1.00	\$40	\$40		
Whistles	4	\$3.00	\$12	\$20		
Water bottles	16	\$1.75	\$28	\$30		
T-shirts	15	\$0.00	\$0	\$0		
Water	2 packs of 30	\$5.00	\$10	\$10		
Tables	2	\$0.00	\$0	\$0		
Basketballs	4	\$0.00	\$0	\$0		
Pens	1 pack of 20	\$5.00	\$5	\$5		
Total Supply Cost:					\$105	
3. Miscellaneous Costs (contractual, rent, transfer, etc.):						
Item Name	Est. Cost	Cost				
Lusk Field	\$0	\$0				
		\$0				
		\$0				
		\$0				
		\$0				
Total Miscellaneous Cost:					\$0	
TOTAL DIRECT COSTS:					\$110	
All supplies were bought through sponsorship money						

B. Indirect Costs:			
1. Contribution Rate/Profitability:			
Profit Margin or Agency Guidelines			
Rate	Direct Cost	Contribution	
0.00%	\$110	\$0	
<i>In real situation - need to account for other indirect costs - registration, mailings, electricity, equipment use, etc.....</i>			
Total Indirect Costs:		\$0	
Grand Total All Costs:		\$110	

59	1. Fees and Charges:				
60					
61		Minimum Enrollment			
62		Total Sessions	Min. Per Session	Sub-Total	
63		0		0	
64		0	0	0	
65		0	0	0	
66		Total Minimum Enrollment:			0
67					
68		Grand Total All Costs	Min. Enrollment	Suggested Member Fee	
69		\$110	0	#DIV/0!	
70					
71					
72		Grand Total All Costs	Min. Enrollment	ACTUAL FEE CHARGING	
73		\$110	0		
74					
75					
76		Total Fees Revenue:			\$0
77					
78		Non Resident/Non Member			
79		What are your agency guidelines....			
80					
81					
82					
83	2. Other Sources (shirt sales, food sales, etc.):				
84	Revenue Source	Qty.	Unit Price	Total	
85				\$0	
86				\$0	
87				\$0	
88				\$0	
89				\$0	
90				\$0	
91	Total Other Sources:				\$0
92					
93	Total Revenues:				\$0
94					
95					
96	Profit/Loss				\$-110
97	Through our sponsorships, we didn't spend any of our own money.				
98					

We did not have any paid staff members. Everyone in our group had a role, so we did not have any practicum students either. For our event, we did not have an admission fee, so our profit was zero dollars; it was free to sign-up and play. We did have a lot of expenses, though - we needed prizes and supplies to run our event smoothly. To start, we needed pinnies and whistles to get the games going, but they did not cost a lot of money. Our prizes did not cost us much either, and we needed to purchase water for the participants. Our group did not have to pay out-of-pocket for these expenses as we had money from our sponsors (Walmart, ASC, and

Lambda Sigma Upsilon Latinos Siempre Unidos). ASC paid for the water, Walmart paid for the water bottles (prizes), whistles, and pens, and the fraternity paid for all of our other expenses such as the pinnies and basketballs. We were able to get the t-shirts from the Sport Management Club, and the tables were left over from the Softball clinic even though we brought our own.

Supply List

- 4 Basketballs
- 4 Whistles
- 40 Pinnies
- Sign-in sheet
- Prizes (Water Bottles, T-shirts)
- Water
- Pens
- Stereo system
- Scoreboards
- Evaluation forms
- Tables
- Ipod/Phone for music playlist

Operation Details

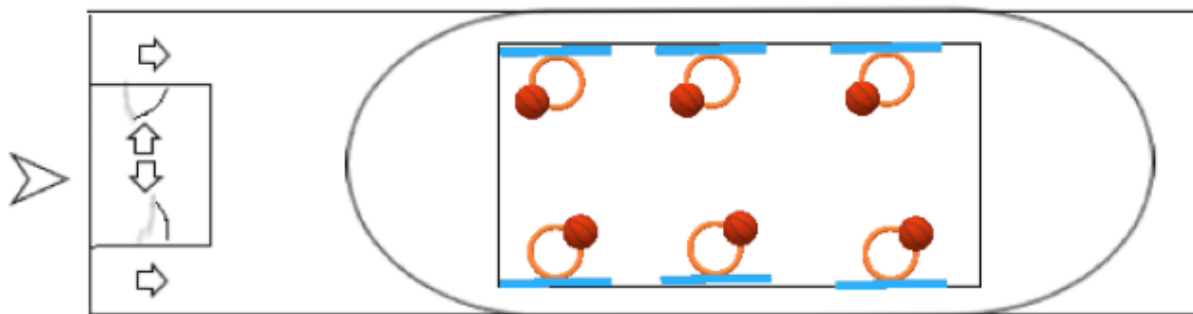
Venue Arrangements

The event was held at Lusk Field House. This is an ideal location because of its size and number of basketball courts. Lusk Field House has four basketball courts, which can easily accommodate the amount of people we planned on participating in the event.

Special Arrangements

There were no special arrangements made.

Set-Up & Flow of Space



The first arrow indicates where participants will enter the facility. The second arrows show where the two entrances for the court are located. The two arrows on either side of the doors indicate where the participants can get ready with their equipment. The basketball hoops represent the courts the participants will be playing on.

Inclusion Plan

For our event we did not operate with an inclusion plan.

Check-In/Registration Plan


As participants came in the door we had them sign in on the sign-in sheet. We put the teams together that were already formed, but we did have some participants who did not have a team, so we formed teams for them when they signed in.

The Turkey Games
 Look Field House
 November 17, 2018
 4:30-6:30

Please sign in with your name and signature

Name	Signature
1. Tim Anderson	[Signature]
2. Dylan Smith	[Signature]
3. Trevor Ali	[Signature]
4. Nathaniel Garcia	[Signature]
5. Giovanni J. Ortiz	[Signature]
6. Daniel Jones	[Signature]
7. Mike McIntyre	[Signature]
8. David Miller	[Signature]
9. Jordan Burch	[Signature]
10. Alex Wheeler	[Signature]
11. Peter Wenzel	[Signature]
12. Brian Smith	[Signature]
13. Paul Golding Jr.	[Signature]
14. Adam McDaniel	[Signature]
15. John Carpenter	[Signature]
16. Graham	[Signature]
17. Kyle Ciesczenko	[Signature]
18. Joseph Vignone	[Signature]
19. Kaseen Little	[Signature]
20. Jason Davis	[Signature]
21. Muhammed Khan	[Signature]
22. Hugo Curcio	[Signature]
23. Luis Tejada	[Signature]
24. Luis Martinez	[Signature]

Name	Signature
25. [Blank]	
26. [Blank]	
27. [Blank]	
28. [Blank]	
29. [Blank]	
30. [Blank]	
31. [Blank]	
32. [Blank]	
33. [Blank]	
34. [Blank]	
35. [Blank]	
36. [Blank]	
37. [Blank]	
38. [Blank]	
39. [Blank]	
40. [Blank]	
41. [Blank]	
42. [Blank]	
43. [Blank]	
44. [Blank]	
45. [Blank]	
46. [Blank]	
47. [Blank]	
48. [Blank]	
49. [Blank]	
50. [Blank]	



Staffing

Group Member	Responsibilities
Hunter	Event Manager Overall Event
Jenn	Basketball Scorekeeper Rotating Teams
Ryan	Basketball Referee

	Rotating Teams
Brittini	Basketball Scorekeeper Rotating Teams
Tyler	Basketball Referee Rotating Teams
Frank	Tournament Manager Rotating Teams

Cancellation Plan

If the event had to be cancelled for any reason, the event would have been moved to the week following Thanksgiving break since the week after our event is Thanksgiving. We would have used the same facility and same time of the event to help limit the confusion and inconvenience to participants. All participants would be informed by email if the event were to be cancelled.

As a last resort, if we could not find another date to hold the event, the whole event would be cancelled. This would be absolute worst case scenario. We would have taken every action possible to find another date before cancelling.

Risk Management Plan

Emergency Response Levels

- **Level 1**
 - A localized, contained, incident that is quickly resolved with internal

resources or limited help.

Type of Level 1 Emergencies

- Slip and Fall
- Minor Medical Emergency
- Disruptive Fans

Plan

For a level 1 emergency, security and ushers in the immediate area will respond and notify the necessary personnel to come to the area. This may include ems, police, or any supervisors being called to the area.

- **Level 2**

- A major emergency that impacts portions of the surrounding event, and that may affect critical functions or life safety.

Type of Level 2 Emergencies

- Fire
- Extreme Weather
- Power Outage
- Major Medical Emergency

Plan

For a level 2 emergency, this will require a rapid response by ushers and security to the site of the emergency. After identify the severity of the emergency the necessary personnel will be called to the area. A level 2 emergency could lead to the possibility of evacuating spectators from the area.

- **Level 3**

- An emergency that involves the entire event and surrounding community.

Type of Level 3 Emergencies

- Terrorist attack
- Explosion
- Bomb Threat
- Active Shooter

Plan

For a level 3 emergency all police, ems, fire, and security will be called to the area. A mandatory evacuation will take place for all. Depending on the type of level 3 emergency a lock down will be put into action for any surrounding events.

Overall Event Summary

Implementation

Things that went well:

1. The games ran smoothly

- Each game went smoothly. Everyone cooperated and wanted to play the games.
- Participants did not argue with the officials too much and nobody got into an argument which could have easily happened.

2. We reacted to things that were unexpected well.

- We did not expect to not have access to the volleyball nets. We found out the night before the event that we were not able to use the volleyball nets because of a Club Volleyball tournament. We quickly modified the event to only include basketball, and the personnel staff notified everyone who initially signed up for volleyball. We encouraged them to still come to event if they wanted to basketball.

3. The bracket for the tournament was successful.

- The way the bracket was executed was a big success for the tournament. We had five teams sign up which was ideal for our event. It was easy to have an odd number of teams because that meant that there was only one team sitting off at a time. This gave teams necessary rest and allowed the double elimination style of the tournament to run smoothly.

4. Communication

- Our team communicated well throughout the event. Hunter made sure, constantly, to check and make sure things were running smoothly during the games. When it came to making the bracket, everyone effectively worked together.

5. Set-up and tear down

- We did not know that before our event that Lusk would be hosting a softball clinic. The clinic ended at 4 p.m., and our event was supposed to start at 4:30 p.m., which meant that we needed to set up when we got there, but, instead, we had to wait for everyone to clear out. This caused a little bit of unorganization in

the beginning, but overall, we adapted well and were able to set up quickly to get back on track.

Improvements:

1. Scoreboard

- Having the score on our phone was difficult because players were never sure how much time was left in the game or who was winning. It was hard to yell the time and score loud enough so that everybody could hear every time someone asked.
- We could have had a bigger scoreboard/clock so that players could see the score as the game went on instead of yelling it out when they asked.

2. Sign up sheet

- Having one giant sign-up sheet made it difficult to organize teams in the very beginning. Everyone was all over the place and teams were getting confused.
- The sheet needed to be more organized so that teams could sign up together, which would have made putting free agents on a team easier.

3. Organization

- Once we got into the gym, we were very confused and our minds seemed to be cluttered. The softball clinic threw us off a little bit, and we were not sure where to begin once we were in there.
- We should have had a complete walkthrough in Lusk when we had the chance to actually have a “rundown” on event day.

- We had an idea of who was going to do what, but it wasn't clear once we got into the gym.
- We all should have arrived at Lusk 20-30 minutes before we had access to Lusk to ensure that everybody knew what they were doing
- Once our event starting rolling, however, it ran very smoothly with little to no problems at hand.

4. Staffing

- We, the event members, had to run the event and work the event which worked out fine, but if we were just running the event and not working it, it could have been better. Some of the players were getting upset with the lack of calls or excessive calls that the referees made.
- Instead of us being referees and scorekeepers, we should have had outside staffing so that we were not busy in case we were needed to do something else. It would have made communicating with each other easier because we would not have been tied up. Also, if we had trained referees, the players would not have been so angry with some of the calls.
- We should have had a medical personnel staff on-site during our event. We would have had to pay this staff member, but it would have been well worth it.
 - Towards the end of our event someone had cramped up and, luckily, we had a participant who knew how to deal with the situation.
 - If something serious were to have happened, the mess would have been on our hands, and we would have been in a sticky situation.

- Having a medical staff on site also relieves some stress that we were all having the day of our event.

5. Equipment

- We did not have the volleyball nets available, so we could not host the volleyball portion of the tournament. We found this out the night before our event.
- We should have checked to make sure that there were no conflicts on the same day as the event. Also, we assumed that just because we had the space we thought the volleyball nets and all the necessary equipment would be available to us.

6. Security

- Some of the players were getting rowdy during the event trying to do stunts on the pole vault mats and doing handstands. Also, after the teams lost and were done, most of them stayed to watch the championship game, but they got rowdy. We had to ask them to stop or leave and at first they did not want to listen to us.
- If we had an extra person or two whose entire job was to make sure those things did not happen, we would not have to worry about them getting out of control.

Wrap Up

At the end of our event we gathered all the pinnies and basketballs to bring back to the Student Life Center. Before everyone left we asked them to fill out the evaluation forms. We each went around and picked up any trash that was left around, and then we all discussed how

we thought the event went. We debriefed by discussing one thing we thought went well and one thing that we could have gone better.

Demographics

There was a total of 30 participants who attended the event. The 30 participants consisted of a mix of different races (White, African-Americans, Hispanic). We had only male participants, and they were all SUNY Cortland students.

Decision Statement

We decided we would host this event again. We noticed that as all the participants left they were telling each other and us that they could not wait until next semester to do it again. Overall, the participants were very happy with our event, and the event was an overall success.

If we were to host the “Turkey Games” again or a similar event, there are a few things that we would want to change. For example, next time we would ensure that all necessary equipment is available and not assume it is available. Because we assumed volleyball nets were accessible instead of asking if they were, we had to cancel the volleyball portion of our tournament less than 24 hours before the event. Another thing we would change is we would have a better way to keep track of the score. We had no scoreboard for the games so we had to keep the score with a free app on our phones. Next time we would make sure we used a scoreboard where the players could see both the score and the time. Another thing we would change is we would have more staffing to work the for the event. Two of us were referees and two of us kept score for the games. This made it difficult to run the event, and if we had other

staffing, it would have made it so we could walk around and oversee our own event. We could have focused more on the event as a whole instead of the games. Lastly, we all agreed that next time we would host a one-sport event with one group of participants. Having just one sport was difficult, and if we were to use our original idea (Three-sport, student-staff), it would not have ended well. We would have planned for an event revolving around one sport that we were all familiar with so that the event could have been almost perfect.

Copy of “Thank You” Letter:

“Dear (Company Name),

I would like to extend my appreciation for being an active sponsor for the Turkey Games event. Without you, we would not have been able to reach our goal for this event. We were able to create an inclusive event between students and other fellow peers from all types of backgrounds to mingle and encourage them to have fun while engaging with each other. This allowed students to bond and really get to know their fellow student community on a deeper level to create a more positive environment in the classrooms. You helped create more unity within the SUNY Cortland community and this allowed students to feel more comfortable when working in teams when returning to their regular schedule post event. This event’s success would not have been possible without having partners like you.

Your generous donation was extremely crucial to the event and was very well appreciated by all participants and event coordinators. We requested to be sponsored by your business to allow us to have a successful event and that was exactly the outcome that we received. Considering that you were so kind and helpful to our event, we kept up our end of the deal and we were able to advertise your business to the SUNY Cortland community and publicized the items you provided at the event. We also created a large scale of exposure to your business by marketing to a campus with over 6,000 undergraduate students, their families, faculty and staff as well as the broader Cortland community.

Thank you for your partnership, and I will be reaching out to your business to ensure you have received my gratitude by Monday November 26th, 2018 by mid-afternoon.

Best Regards,

The Turkey Games Staff”

Photos of Our Program

