



# Event Plan: Redhawk Rumble

## *School Basketball Tournament*

### 1. Executive Summary

Our event, the 'Redhawk Rumble', is a competitive basketball tournament displaying top provincial talent from grades 10 to 12 for boys and girls. The goal is to create an energetic, memorable, and communal experience for players and spectators alike. With a \$4,000 initial budget, the event will be setup primarily by student volunteers. It will feature certified referees, student-run concessions, halftime contests with prizes, and limited-edition Redhawk Rumble gear for sale across two weekends. Organized by the student council in partnership with the coaching staff, the round-robin tournament aims to strengthen Western Canada High's athletic reputation while generating revenue for the student council budget.

### 2. Event Objectives

The council's primary goal is to establish the 'Redhawk Rumble' as an annual, self-sustaining school event. To achieve this, we will measure our success from the three key objectives:

- **Financial Objective:** Generate a minimum profit of \$200 through ticket, concession, and merchandise sales for future student council initiatives while recouping our \$4,000 budget and validating the business model of the tournament.
- **Attendance & Engagement:** Secure participation from a minimum of eight competitive teams across both Boys and Girls divisions. Furthermore, we aim to achieve 400 spectator ticket sales primarily from the Western community between both weekends.
- Deliver a high-quality, professional tournament complete with certified staff and engaging entertainment. The goal is to create a positive, memorable experience that enhances our school's athletic reputation.

### 3. Budget Allocation and Financial Plan

Our \$4,000 initial budget will be distributed across the categories as follows, with a large focus on maximizing event quality and ensuring profitability. The proper execution of the budget creates the opportunity to recoup the initial investment with additional profit through strategic revenue streams.



### 3.1 Detailed Budget Expenditures

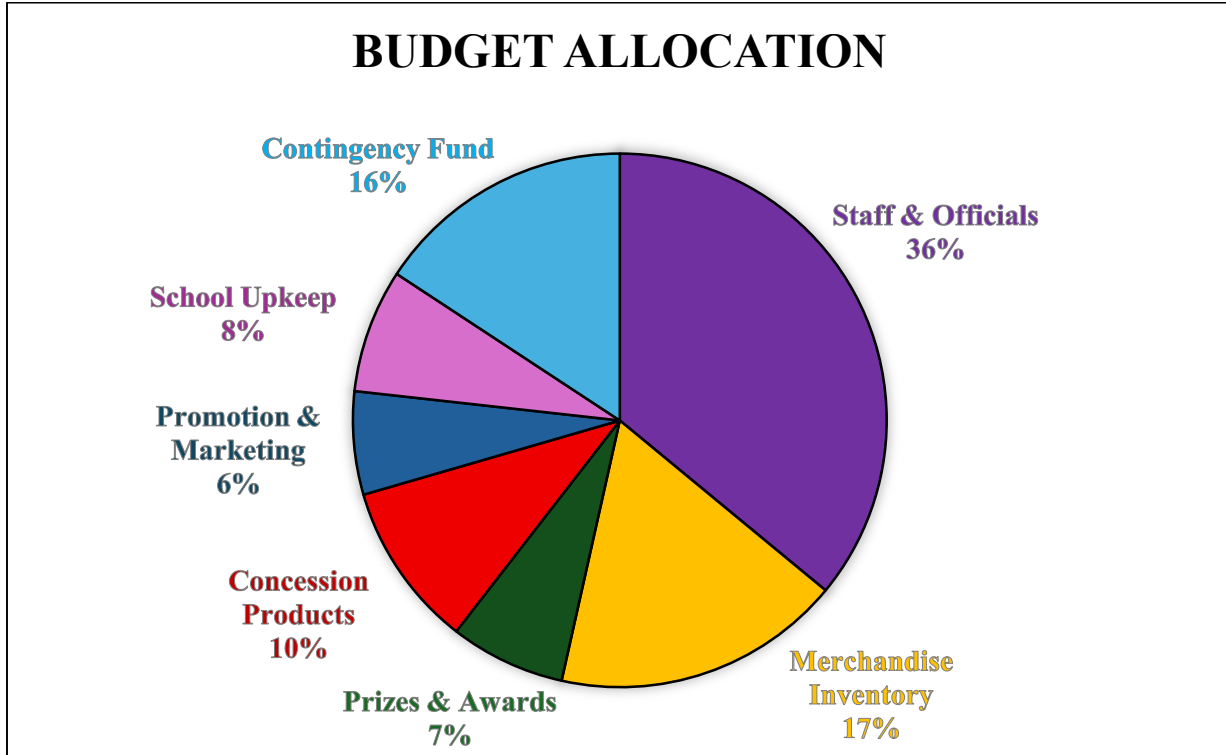
The budget is strategically allocated to prioritize the quality of officials and keep a high contingency fund for proper risk management.

Category	Cost Estimate	Details
<b>Staff &amp; Officials</b>	<b>\$1,440</b> (32 Games @ 1 Ref @ \$45/Game)	Certified referees for each game across both round-robin tournaments
<b>Merchandise Inventory</b>	<b>\$700</b> (40 Shirts @ \$10 + 15 Hoodies @ \$20)	Small clothing inventory for the limited-edition apparel
<b>Prizes &amp; Awards</b>	<b>\$280</b> (2 Trophies @ \$60 each + 16 Prize Shirts @ \$10 each)	Custom <i>Redhawk Rumble</i> trophies for the championship teams. Prize shirts for the half-time show winners
<b>Concession Products</b>	<b>\$400</b> (Total Inventory for two weekends: 200 Pop Cans, 100 Hot Dogs, 120 Chips, 100 Candy/Chocolate)	Total inventory (drinks, chips, candy, hot dogs) for the student-run food sales
<b>Promotion &amp; Marketing</b>	<b>\$250</b> (\$100 on Tournament Decorations + \$150 for Digital Advertising)	Targeted advertising on social media and official tournament websites for attendance, plus branded decorations for a professional atmosphere
<b>School Upkeep</b> *Event setup will be handled by student volunteers	<b>\$300</b> (\$150 for Custodial Services after-hours + \$150 for School Running Costs)	Covers essential venue-related running costs (electricity, water, heating) for using the school gymnasium, and includes overtime for staff (cleaning, security).
<b>Contingency Fund</b>	<b>\$630</b>	Reserved funds to cover unforeseen costs (equipment repair, under-estimated costs)
<b>TOTAL INITIAL BUDGET</b>	<b>\$4,000</b>	



## Budget Allocation Visualization

The pie chart below illustrates the \$4,000 budget distribution across the various categories of expenditures.



### 3.2 Projected Revenue and Profit

This projection models the success of the event by meeting the 400-person attendance goal and achieving a high-margin profitability amount, significantly exceeding the minimum \$200 financial objective.

Revenue Stream	Price Point	Projected Units Sold	Total Revenue	Notes/Calculations
Spectator Tickets	\$5, \$10 (Students @ \$5 + Adults @ \$10)	400 (200 Students + 200 Adults)	\$3,000 (\$1,000 + \$2,000)	Day ticket pricing is set to \$5 per student and \$10 per adult
Concessions	\$2, \$2.50, \$3, \$5 (Drinks @ \$2 + Hot Dogs @ \$5 + Chips/Chocolate @ \$2.50 + Candy @ \$3)	520 (200 Drinks + 100 Hot Dogs + 120 Chips + 50 Candies + 50 Chocolate Bars)	\$1,475 (\$400 + \$500 + \$300 + \$150 + \$125)	Based on projected unit sales of all inventory



<b>Merchandise</b>	<b>\$20, \$35 (Shirts @ \$20 + Hoodies @ \$35)</b>	<b>44 (32 Shirts + 12 Hoodies)</b>	<b>\$1,060 (\$640 + \$420)</b>	Based on a conservative estimate of 80% sold inventory
<b>TOTAL PROJECTED REVENUE</b>	N/A	N/A	<b>\$5,535</b>	The total expected revenue from the moderate sale projections
<b>Cost of Goods Sold</b>	N/A	N/A	<b>(\$1,100)</b>	Total of Concession (\$400) and Merchandise (\$700) Inventory
<b>GROSS PROFIT</b>	N/A	N/A	<b>\$4,435</b>	The profit from the revenue streams without fixed expenses
<b>FIXED EVENT COSTS</b>	N/A	N/A	<b>(\$2,270)</b>	Sum of the remaining costs without the Contingency Fund (Variable Expenses)
<b>NET PROFIT</b> *Cash Only Transactions (No card or interact payments)	N/A	N/A	<b>\$2,165</b>	The new student council balance for future expenses

#### **4. Operational Feasibility and Risk Management**

To ensure the tournament is safe, affordable, and fun, a comprehensive operational plan is in place. The strategy focuses on proactive mitigation for potential operational or financial setbacks while maintaining a safe environment.

##### **Event Promotion and Management**

The plan addresses the predicted student attendees from competing schools and the event promotion for spectators, as well as potential competitors.



- **Attendance Target:** We project achieving a minimum of four hundred spectators, which meets our goal and exceeds it significantly, given the sheer number of students at each individual school who can potentially spectate games.
- **Promotion Strategy:** The \$250 Promotion & Marketing budget will be strategically distributed as follows:
  - **\$150 Digital Advertisements:** Focused on targeted social media ads to local community pages on Instagram and Facebook to reach parents, students, and schools interested in a local tournament.
  - **\$100 Decorations:** Branded banners and posters within the school and the surrounding area to create hype, interested audiences, and a professional atmosphere both before and during the event.
  - **Team Recruitment Strategy:** Ensuring the required minimum participation of eight high-level teams is essential. This will be obtained through direct, targeted invitations sent via email to local high school Athletic Directors and coaches. We will offer a small, refundable \$50 deposit (covered by the contingency fund if needed) to secure commitment, ensuring the tournament bracket is finalized well in advance.

## Ensuring a Safe, Affordable, and Fun Event

This section outlines our steps to address safety and affordability at the tournament.

- **Affordability:** The student \$5.00 and adult \$10.00 day pass prices are set to cover fixed tournament prices while remaining accessible for all. Concession pricing (ranging from \$2.00 to \$5.00) ensures everyone can purchase food affordably while maintaining a high profit margin for the council.
- **Safety:** The primary safety measure is the allocation of \$1,440 for certified referees (Section 3.1) to manage on-court action professionally, minimizing the risk of injury from improper play. Furthermore, \$300 is allocated to Western Canada High School Upkeep, covering custodial services and essential security supervision for crowd control and the school's integrity.
- **Engagement (Fun):** The event is designed to be fun and engaging with branded tournament décor, half-time show competitions and prizes, and the excitement of a win-or-go-home competition from eight competitive teams from across the province.



## Risk Management and Mitigation Strategy

The table below details anticipated risks and their specific mitigation strategies. This operational plan is strongly anchored by the substantial \$630 Contingency Fund in place.

Risk Category	Potential Impact	Mitigation Strategy	Contingency Cost
A. Low Revenue (Below estimated return)	Ticket sales total below 400 units, or concession and merchandise inventory is unsold.	Launch immediate social media posts with ticket deals to boost sales. Discount the remaining merchandise aggressively and sell the concessions at cost.	Used to cover the shortfall in Fixed Event Costs if revenue is insufficient.
B. Staffing Issues	A certified referee cancels, or the security/cleaning staff becomes unavailable.	The fund is used to find a last-minute referee. Student council members will serve as backup for all key roles, including setup/teardown.	Up to \$200 to secure each last-minute replacement official. Volunteer students will fill any remaining positions.
C. Unexpected Price Increases/Logistical Issues	Increased utility costs, unexpected maintenance, or low attendance due to bad weather/conflicting major events.	Review invoices to monitor spending spikes. If bad weather or conflicting dates arise, two backup weekend dates are available and will use the emergency fund to cover the associated rescheduling fees.	Up to \$230 to cover utility spikes and rescheduling fees
D. Equipment Damage	Tournament-specific equipment malfunctioning during play.	Immediate repair for equipment or temporary replacement using the emergency fund to avoid high-impact issues. If necessary, the auxiliary gym will be utilized.	Up to \$200 for minor equipment repair or rental



## 5. Summary and Conclusion

The 'Redhawk Rumble' tournament plan is a well-researched, financially responsible, and strategically planned event.

The \$4,000 initial budget is managed smartly, anchored by the \$630 Contingency Fund that ensures the event remains liquid against common operational risks. The revenue model, driven by three streams of income (Tickets, Concessions, Merchandise), and a conservative estimate is projecting a Net Profit of \$2,165.

### Achievement of Objectives

This table summarises the outcomes against the core objective of the initial event plan.

<b>Objective</b>	<b>Target</b>	<b>Actual Projected Result</b>	<b>Status</b>
<b>Financial</b>	Minimum Net Profit of \$200	\$2,165 Net Profit	<b>EXCEEDS GOAL</b>
<b>Attendance</b>	Secure 400 spectator tickets	Minimum 400 sales	<b>MEETS GOAL</b>
<b>Reputation</b>	Deliver a high quality and professional tournament	The large budget allocation is set to ensure high-quality	<b>PENDING EXECUTION</b>