



B R I G H T E R
TOMORROW
EVENTS MANAGEMENT



A FUNDRAISING OPPORTUNITY
FOR YOUR DISTRICT PTA ORGANIZATIONS

GENERAL OVERVIEW

Brighter Tomorrow has developed a turnkey color themed 5K fun run fundraiser that will raise significant funds for the PTA groups in your community.

As PTA fundraiser parents ourselves, we know how important it is to raise money for our kids' schools PTAs but also realize how challenging it can be to get parents to commit significant time to our fundraisers.

This is a distributive work load model that spreads out the volunteers time commitments over many people and several months so there is no major "crunch time" effect.

All of the PTA groups in your school district band together collaboratively to put on a family and child oriented, health and fitness focused community building fundraiser. Everyone will have a blast while you raise tens of thousands of dollars for your Schools PTAs!

HOW IT WORKS

Our PTA event has been designed as a turnkey fundraiser whereby all of the PTA groups in your district (Elementary, Middle and High schools) join together to host a community wide color themed fun run event.

Unlike the more traditional fundraisers this collaborative effort creates a distributive work load model so that the time and energy required to host a successful event is distributed evenly among all the PTA groups in your district, resulting in a minimal amount of time and effort required by each PTA team and ultimately to the core team of parents and teachers doing the work.

The costs to produce the event are also evenly distributed amongst all of the PTA groups so each groups individual financial commitment is just a few hundred dollars with a net return in the several thousands of dollars each. The split of revenue will be distributed amongst the schools proportionately. The proportionate amount will be determined by the participants who will have the option to specify the school they would like to raise funds for at the time of event registration. To encourage friendly competition amongst schools, Brighter Tomorrow may choose to offer different incentives (financial or other) to the school that has the largest group of registrants to reward the students and PTA for their hard work!

Brighter Tomorrow provides you with everything you need to

host a successful event including:

- A customized and professionally developed Sponsorship Solicitation Package
- Complete marketing kit with professionally designed and printed banners and postcards
- Custom, hosted web page for registration and promotion of your event, sponsors and your Organization
- Detailed event timeline with step by step instructions
- Weekly calls with your Professional Race Director and Committee leads to keep everything on the timeline
- And much, much more . . .

ESTIMATED EVENT REVENUE AND EXPENSES

The typical costs and revenues for a Brighter Tomorrow event are outlined below. Some of the categories have wide ranges as they can vary significantly due to a few factors:

- The number and size of corporate sponsors
- The number of event participants
- Individual donors and Peer-to-Peer Fundraising efforts
- In Kind donations

TYPICAL EVENT COSTS

Brighter Tomorrow Management Fee	\$4,000
Permits	\$0 - \$250
EMTs	\$250 - \$350
TOTAL:	\$4,250 - \$4,600

TYPICAL REVENUES

Sponsorships	\$20,000 - \$40,000
Participants Registration Fees	\$20,000 - \$40,000
Individual Donations	\$3,000 - \$7,000+
Peer-to-Peer fundraising (OPTIONAL)*	\$5,000 - \$15,000+

TOTAL: \$48,000 - \$102,000+

A CHARITY RUN
FOR A BRIGHTER
T O M O R R O W



OUR SERVICES

Below is a partial list of services that Brighter Tomorrow Events Management provides for the event management fee. The value of these services if contracted separately is well over \$15,000. Our fully developed and streamlined event planning and execution package combined with your volunteer base efforts allows us to deliver these services for only \$4,000 (which can be split amongst participating schools).

COMPREHENSIVE RACE MANAGEMENT

- Initial consultation, and continued weekly calls with our Race Director and your team
- Assistance with budgeting, planning and coordination of your event
- Timeline development
- Venue selection development
- Course design
- Management of pre-race packet pickup event
- Assistance in obtaining necessary permits
- Management of event setup and tear down
- Event announcer/MC
- Course maps, markers and signs
- Start and finish arches or truss
- Course color station flags/markers
- Post race wrap-up

RACE PACKET

- T-shirt design (sponsor logos optional at additional cost)
- T-shirt order/printing coordination
- Bib design/printing
- Color packets
- Assistance with vendor solicitation for goody bags
- Race packet kitting

VOLUNTEER MANAGEMENT

- Complete list of committees, duties and responsibilities (Volunteer Staffing Plan)
- Online volunteer registration system with waivers
- Assistance with event day volunteer coordination
- T-shirts provided to first 50 volunteers per event

REGISTRATION

- Online registration forms and waivers
- Management of onsite/day of event registration
- Email communication to registered participants prior to and post event
- Database management
- Weekly reporting

MARKETING & PROMOTION

- Assigned marketing liaison
- Customized event and registration website
- Custom FaceBook event page
- Social media campaigns
- Customized Event Marketing Kit including printing of:
 - Digital artwork for email distribution
 - Promotional banners for participating schools
- Complete how-to marketing instructions and timeline
- Email templates for your organization and sponsors
- Design assistance and print coordination for day of event signage
- Promotion of event on running sites and calendar listings (costs billed to client)
- Development of promotional offers (discount codes)
- Public Relations, Media Relations and outreach
- Press Release distribution
- Additional consultation and assistance for misc. marketing or promotional opportunities as they arise

SPONSORSHIP SOLICITATION PROGRAM & SUPPORT

- Customized professional Sponsorship Brochure
- Solicitation template letters
- Sponsor email blast templates with optional promotional offers
- Assistance with design of sponsor recognition event signage
- Dedicated sponsor recognition social media posts
- Coordination of Sponsor logos on website, marketing collateral and t-shirts (additional cost)



EVENT COMMITTEES & RESPONSIBILITIES

Below is our suggested structure for committees and sub committees that you can adapt and scale for your event.

ADMINISTRATION (EVENT CHAIR/S)

- Overall event management
- Weekly call with BTEM
- Contract execution
- Fiscal management
- Registration management (in conjunction with BTEM)

VOLUNTEER RECRUITMENT

- Volunteer recruitment and outreach

SPONSORSHIPS

- Procure event sponsors
- Procure media sponsorships
- Solicit Vendor participation for event festival
- Sponsorship and Donor Relations

MARKETING & ADVERTISING

- Postcard distribution to schools
- Poster and postcard distribution to local businesses
- Social media campaign management
- Media outreach and public relations
- Event calendar listings
- Event photography & videography service procurement

EVENT OPERATIONS

VENUE

- Secure event venue (School Campus)
- Insurance
- Security and Required Emergency Services
- Equipment Rental & Management

FESTIVAL

- Nonprofit exhibitor invites and coordination
- Sponsor exhibitor invites and coordination
- Vendor exhibitor invites and coordination
- Festival area map and booth assignment

VOLUNTEER MANAGEMENT

- Volunteer check in
- Coordinate volunteer assignments

PACKET PICK UP EVENT

- Manage packet pick up event prior to race day
- Secure packet pick up venue (if different than event venue)
- Manage onsite registration process

GOODY BAGS

- Procure items for goody bags
- Arrange for storage of items
- Arrange for pickup of items as needed
- Goody bag assembly
- Transport goody bags to venue for event day pickup

COURSE AND EVENT DAY MANAGEMENT

- Color Station Management
- Parking & Traffic Management
- Safety & First Aid Management
- Water & Aid Stations
- Onsite Event Day Registration

PRE EVENT SET-UP

- Course set-up
- Festival area set-up
- Volunteer and Festival Vendor Check in

POST EVENT CLEAN-UP

- Course tear-down
- Festival area tear-down
- Color powder clean-up

SANITATION

- Porta potty procurement
- Trash and recycling arrangements

PARTICIPANT FOOD & WATER

- Obtain donations of food and water for event participants
- Organize and coordinate distribution on day of event



BRIGHTER TOMORROW EVENTS MANAGEMENT, INC.

1000 Ignacio Blvd. #13

Novato, CA 94949

415.883.7583

www.brightertomorrow.run

