

PRTM 3920 Special Event Management

Savannah Kemper

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Special Event Proposal

- Event Name:
  - A Day at the Raceway: SCCA Autocross Event at Roebling Road Raceway for Snapology Savannah.
  
- Event Type / Theme:
  - This is a fundraising event for the Snapology Program
  - The theme is STEAM (science, technology, engineering, art, and math) and getting kids interested in STEAM through a hands-on, exciting, learning experience. Racing in general is rooted in STEAM concepts and allowing kids to get rides in the cars and talk to the drivers will engage them in STEAM concepts.
  
- Purpose & Goals:
  - The purpose of the event is to raise money for the Snapology programs in Savannah, GA, as well as provide a unique and fun experience for both drivers and their families, in addition to Snapology and local kids and families interested in STEAM.
  - The goals would be to raise money for Snapology, provide a safe, unique, and fun experience for drivers, drivers' families, and participating kids and their families.
  - Background information that would need to be provided would be a link or information about Snapology so that participants can see where their contributions are going, as well as information about SCCA (Sports Car

Club of America) who's hosting the event and location details about the track, Roebling Road Raceway.

- Venue Type(s):
  - The venue is Roebling Road Raceway, a smaller racetrack in Savannah, GA.
  - Some important details about Roebling would be its access to facilities, several on-site bathrooms (not porta-johns), a café on location and numerous outdoor seating options, both covered, screened-in, and open air. Additionally, in the event of a medical emergency the Savannah Memorial Heath Hospital is less than 30 minutes away.
- Target Audience or Attendees:
  - With this event we are trying to attract local SCCA members that typically compete in monthly autocross events, local drivers that want to compete or want to participate because it's a fundraiser for something they care about, and local families, both involved with Snapology and not, that want to get their kids interested in STEM.
- Logistics:
  - Provide a general timeline for event set-up and day-of.
    - 8am: gates open to volunteers and drivers for set up, the facility does not require much set up itself, therefore, our set up would

include placing trashcans, appropriate signage, setting up the track and cones, timing booths, start and stop lasers, t-shirt table, bounce house and the awards.

- 9am: gates open for other attendees
  - 10:30am: mandatory safety meeting for all attendees
  - 11am: Start of race, Group 1 (classes super street, super street R and A-H street) Group 2 volunteering
  - 12pm: Group 2 race time (all Street touring and CAM classes) Group 3 volunteering
  - 30 minute lunch break
  - 1:30pm: Group 3 race time (all Street modified and street prepared classes) Group 1 volunteering
  - 3-4pm: Open track for kid and family laps, drivers available for talking to the kids about their cars, hoods open, allowing kids to look inside, ask questions, etc., bounce house also open
  - 4-5pm: Awards/closing ceremony
  - 5+pm: Event breakdown
- What are the roles and responsibilities of your team members?
    - During each track time, another group is working the track. Each volunteer will be assigned either a post along the track, a flag quadrant, at the start or end of the track or the timing booth. These assignments are assigned by the predesignated group leader, usually an SCCA veteran.

- Include any other logistical information that is important for your event.

Examples:

- VIP's: We would consider the children and their families that are in attendance to be the VIPs since the event is for them.
- Sustainability: Unfortunately, racing is not a very sustainable sport, however, we would encourage vendors to use biodegradable utensils and plates. We would also utilize the motion sensing lights in the bathrooms and place plenty of trashcans throughout the facility to limit littering.
- Parking/Transportation: The track is, unfortunately, a little off the beaten path, however, the facility is set on a large expanse of land with a large field for parking right near track facilities.
- Audiovisual elements: The track already has an intercom system that is typically used for announcements and for playing music throughout the facility, more than this would not be needed.
- Safety and security: The track itself is gated and in order to enter, you must check in with the gate attendant and get wristbands. While this is still a public event, open to anyone, we allow pre-purchase of tickets or preregistration for drivers and vehicles. The gate attendant will have a list of all preregistered attendees, but also allow for people to purchase tickets at the gate. There will be separate car lines for

ticketholders and people who want to purchase tickets at the gate.

- Vendors: The venue is ideal for food trucks to come and set up, we will invite several popular food trucks from the area to come and cater, hopefully, donating their resources for the event. Additionally, because the space is so large, we can also have a bounce house for the kids.
- Volunteers: SCCA is a volunteer-based organization and therefore, we would ask that the drivers and their family members would participate and donate their time for the kids as many of the members have children and families of their own that are more than welcome, it will be fun for everyone. We would also reach out to Snapology volunteers as well.

- Budget:

- Do some research and use the main elements of your event and breakdown the cost of each.
  - Venue: Roebling does not put its prices on its website, but its typically between \$3,000-\$8,000 for a weekend rental.
  - Food and Bev: We would use the track's kitchen facilities, but also work with local food trucks to hopefully donate their time, however, this typically costs ~\$1,200

- Medical Personnel: the ambulance standby would be about \$750 for 8am-5pm, the duration of the event
  - Entertainment: the bounce house for the kids would cost about \$300 for the day
  - Awards: the trophies would cost roughly \$300 also for the amount of awards for each of the car classes.
  - Marketing: we would hire a graphic designer to manage all marketing needs. This would include designing the t-shirts, social media ads, emails, and posters. This is usually about \$25/hour
- Will you generate revenue? If so, what is the source of the funding?
  - As this is a fundraising event, beyond what is needed for the event, all proceeds would go to Snapology to facilitate programs to get kids interested in STEM. This would come from driver registration and ticket and t-shirt sales.
- Marketing Plan:
  - How will you let people know about your event?
    - SCCA has a regional Instagram account that they use to market each of their events. We would also send out mass emails to all the members as well as families involved with Snapology. We would also have local businesses place ads in their shops and windows.
  - How does your plan reach your target audience?

- The plan primarily targets both parts of the audience via SCCA members and Snapology families but advertise the event to those outside of this as the event is for kids interested in STEM or parents wanting to get their kids interested in STEM, we would put ads out beyond SCCA and Snapology to target other interested families.
  - What amount is budgeted for marketing?
    - From research, this would be about \$250 for the services of a graphic designer. We would then use volunteers to put out the posters and advertise.
- Risk Management Plan:
  - What risks are associated with your event?
    - Racing is a dangerous sport and therefore, every precaution would be taken to ensure the safety of everyone present. Giving kids and their families the opportunity to take a lap with the drivers poses a lot of risks.
  - How will you mitigate those risks?
    - Typically, before each race, there is a mandatory safety meeting for everyone present, racing, volunteering or just watching. During this time, we would announce over the intercom when the safety meeting is and once everyone is present, the event leader, which is usually the president of the SCCA region, would go over



the schedule of the event, explain how everything is going to run, which groups are volunteering when and driving when as well as where the viewing areas are. We also go over autocross basics as for some people this might be their first race and also so the kids are able to understand what the racing will look like. This is incredibly important so that everyone knows what to expect and how to enjoy the event in the safest way possible. Additionally, everyone is required to sign a waiver and we would not allow children to take a lap with a driver, unless both parents have signed a waiver for them and give consent. This is typical SCCA policy. The drivers will also be instructed that when taking someone on a lap, they should exercise extreme caution and not attempt a race speed lap. Additionally, necessary medical personal will be present in a designated location.

- Assessment:
  - How will you determine if the event was successful?
    - We would use the metrics from attendance, if we had a good turnout or not, number of tickets sold and if we came close to or met our fundraising goals to determine if the event was successful. We will also deem it a successful event if everyone seems to have a good time and no extreme emergencies occur.
  - How will you sustain success?

- We would sustain success by establishing this as an annual event and selling t-shirts to drum up excitement for next year.