



Project Proposal / Request Form

PROPOSAL FOR YEAR(S):	2017
PROJECT PROPOSAL TITLE:	Alternate use of ID making machine and supplies
SUBMITTER NAME:	Ellen Law
SUBMITTER CLUB:	NJDBC

About this project

ACTION – (The HOW) describe how to get this done:

Bring the used ERDBA ID printer (Magicard Rio Pro Duo ID Card system, ribbon and approx. 340 blank cards) to ERDBA promo events and sell ERDBA IDs as souvenirs for \$5-10 each. (cost = \$5 each)

DESCRIPTION – (The WHAT) describe the project and scope:

We can recover the cost of this ID printing machine by selling ERDBA IDs as a souvenir at dragon boat events. Cards cost \$5 each, if we sell at \$10 each until we exhaust the supply, we should end up making over \$3000. Purchased in 2015 to serve as an ID tool for members at AM check-in at races. This process was replaced by the zero cost “peer checking” program using excel rosters with racer photos. Printer and supplies for 500 cards purchased in 2015 at \$2448. Approx 140 cards sold in 2015. Once all supplies are exhausted, we decide whether to restock supplies (at cost of \$1/card), or sell remaining equipment. Will evaluate at end of 2017 season.

BENEFIT TO ERDBA - (The WHY) list benefit(s) to ERDBA and/or Members:

Presents a possible revenue generating opportunity and visibility at events, as well as providing a nice unique promo trinket for festival and club paddlers!

REQUIREMENTS – (The NEED) list support needed to initiate and complete project:

Individuals trained on operating the ID printer who is willing to work events to sell these as well as promoting ERDBA.

Operational Budget

REVENUE – estimated number of attendees, fee to charge and gross revenue to host and/or ERDBA:

Potential to produce up to \$3000+ in ID card sales.

EXPENSES – estimated expenses, costs:

Travel or commission (if applicable) for ID printer operator for travel to race sites.

NET BUDGET IMPACT TO ERDBA - estimated:

\$2000-3000 plus to ERDBA.

Project Details / Logistics

SITE – Project Location:

Currently in Pittsburgh, PA

EQUIPMENT REQUIRED:

ID printer, supplies, instructions. Access to an electrical outlet

DATE(s) (please try not to conflict with area member events):

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