

EASTERN REGION DRAGON BOAT ASSOCIATION PROJECT PROPOSAL FORM

ERDBA PROPOSAL FOR YEAR (s): 2016

SUBMITTER NAME: Ellen Law / ERDBA CLUB: NJ Dragon Boat Club

PROJECT PROPOSAL TITLE: ERDBA Festival Promo Table

ACTION - (The HOW) describe how to get this done

- Secure a table at 4-8 local festivals to serve as an ERDBA info/resource table.

DESCRIPTION - (The WHAT) describe the project

- Partner with local ERDBA festival members for permission to use a Festival table as the "ABOUT ERDBA".
- Working the table will be members of the local ERDBA teams who happen to be racing at the event. Teams should take turns spending an hour at the table. They will distribute flyers about ERDBA and share info about ERDBA to the festival paddlers and if available – help sell our shirts
- While working the table, you are WELCOME to SHAMELESSLY promote and recruit for your team and had out flyers about your team.

BENEFIT TO ERDBA - (The WHY) list benefits to the Region and/or it's members

- Provide valuable increased visibility to a pool of dragon boaters who would be interested in ERDBA.
- Provide a new opportunity for member teams promote / recruit for their own teams.
- Provide an opportunity for members to serve ERDBA
- Creates a new relationship opportunity between ERDBA and member festivals.
- Adds a little value to member festivals to have ERDBA represented on site.

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

- Confirm with the member festival about providing a table (no chairs needed)
- Confirm with participating member teams about when they will work the table. Min of 60 minutes per team.
- Primary ERDBA team site contact – maintains a sign-in sheet – from which one name will be drawn from to receive a free ERDBA polo shirt.

PROJECT OPERATIONAL BUDGET

REVENUE - (List estimated attendees, fee to charge and revenue paid to ERDBA)

- Shirt sales \$20 (Tees) or \$30 (Polos) \$???

EXPENSES - (List estimated project expenses, costs)

- 2 Polos (1=site manager, 1=random table volunteer) - \$30
- 100 ERDBA black/white flyers @ 12 cents ea - \$12

NET BUDGET IMPACT TO ERDBA

- Per event - \$42
- RISK/COST to region = \$336 for 8 events.

PROJECT DETAILS

REQUIRED

- Secure a site contact for each event an ERDBA team is participating.
- I confirm which ERDBA festival members agree to this program during my "meet and greet" conference call with ERDBA festival members.

BOD APPROVED on _____ (date), Confirmed by Exec Board member: _____ Pg 1
VOTE = "YES": _____, "NO": _____, "Abstain": _____, by a quorum of: _____ Form version 3.28.16