

## FUNDRAISING

### FACT SHEET 3 : Running a Tag-Rugby Festival

#### Clonmel RFC Tag Rugby Festival – 2006

##### 1. Introduction.

Last year this club organised and ran a Tag Rugby Festival over six Thursday evenings from 2<sup>nd</sup> June to 7<sup>th</sup> July. As a first effort it was very well received locally and attracted an entry of 32 teams from various businesses and other organisations. The festival resulted in an attendance of almost 500 people each Thursday and the overall organisation, barbecues and bar facilities reflected well on the club. More importantly, this festival demonstrated its capability as a serious fundraiser, returning an overall profit in excess of €11,000. It is intended to run this festival again, probably from 8<sup>th</sup> June to 13<sup>th</sup> or 20<sup>th</sup> July. To build on this festival, we need to commence planning very soon and, in doing so, to consider the following:

##### 2. Objectives.

*It will not be sufficient to simply regurgitate the same package. We must:*

- quickly organise / select a robust Tag Rugby Festival Committee
- examine all facets of the 2005 festival with a view to improvements
- determine the main functions such as rules / database / entries / schedule
- determine the support functions such as parking, bar, changing facilities
- explore how to expand the festival through side events, music, etc.
- ensure that the 2006 festival surpasses, in every way, the 2005 event

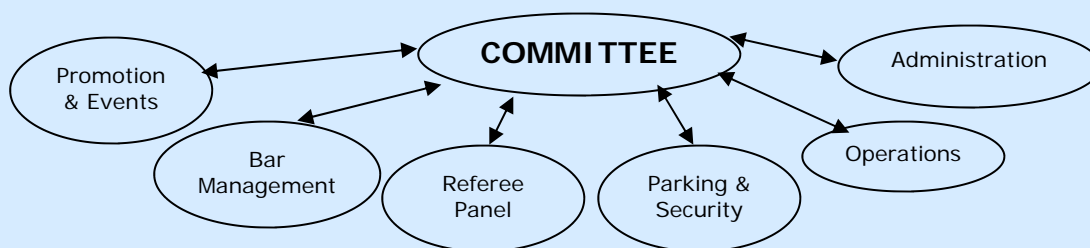
##### 3. Pre-Launch.

*The Festival Committee having been selected, immediate consideration must be given to:*

- selection of a sponsor. This should be eased by the success of last year
- pre-launch publicity. This should commence as early as possible, possibly using the St. Patrick's Day parade and more use of our new website
- early contact with all firms and set-up of a database of entries
- over-street banners and roadside signage
- easy access to entry forms and reply to FAQ's
- re-design of entry form if necessary
- further contact with firms to encourage definite entry
- more effort put into launch itself – use big screen / music / disco / rugby
- personality – launch in the club?
- ensure office is operational and proper P.A. system is put in place

##### 4. Festival Committee Organisation.

Once the festival starts, it must run smoothly. This can be managed by having definite roles and this in turn will be enhanced by dividing the Festival Committee into sub-sections, as suggested:



##### 5. Promotion & Events.

*There are a number of items to be considered here:*

- use of under-age groups / schools to promote event in St. Patrick's day parade – is it possible to get inflatable rugby figures / signs / large rugby balls, etc.
- local papers and radio coverage as last year – get more exposure on some radio shows
- roadside signs need to be improved on last year
- more use of club website (and Munster sites) and correspondence with all organisations / firms in the area
- barbecues to be run every night – this can be covered in an increased entry charge
- search for (local) bands / sideshows / other competitions (e.g. skittles)
- have an under-age tag tournament involving local schools / clubs

# FUNDRAISING

## FACT SHEET 3 : Running a Tag-Rugby Festival

### 6. Bar Management.

We were caught somewhat off-guard in this area last year. Consider:

- bigger, dedicated staff on bar for full duration of each evening
- bar staff to wear Tag T-shirts
- have a "happy hour" at some point each evening
- get more use from big screen
- no computer courses!
- sell t-shirts / polo shirts / club merchandise in bar

### 7. Referees Panel.

*This area definitely needs attention – the officiating was uneven last year and we had other issues, so:*

- we need a large referees panel with somebody in charge of rostering them properly
- we need a complete review of rules (e.g. – kicking resulted in ball being contested on ground/ contact)
- there needs to be a more comprehensive briefing on rules and all referees must attend
- referees need to be properly attired/identifiable and we should prevent any team from wearing a similar colour
- administration of kit/cards/whistles/tag belts/score cards, etc needs to be improved

### 8. Parking & Security.

*This event could be even bigger than last year, so parking / security needs consideration:*

- how are we going to best utilise own grounds
- do we need to get extra parking from Guidant?
- we need a definite parking plan (we may need Guidant pitch so it may not be an option)
- the entrance has to be better controlled now that we have fence in place
- is there a need for extra signage / roping off of areas?
- definite team / team leader needed for this area
- people needed to supervise actual parking so we get one car / one space
- requirement also for ongoing litter / bottle management

### 9. Operations.

*There was an element of "make it up as we go" last year which we want to eliminate. A small team (3/4 people) should have the task of ensuring that each evening is properly prepared and runs smoothly, to include:*

- be properly identifiable with "steward" bibs
- ensure pitches are marked out (correct dimensions!) and have signs designating them
- act in tandem with P.A. and get teams on pitches on time
- monitor each pitch for tag-belts / ball / referee, etc
- liaise with office regarding queries / problems
- see that dressing rooms / showers are properly allocated
- be available to provide general assistance where required

### 10. Administration.

*There is a good deal of administration involved before, during and after this event and again it needs to be definitely controlled by a team of 1 or 2 people. Items:*

- organisation of entry forms and distribution of same
- assist in distribution of promotional material
- placing entry forms / rules / other information on website
- monitoring club website for information / queries
- setting up e-mail address groups and handling such mail
- dealing with entry / rules queries
- setting up draw and setting up groups after draw
- collection of entry fees
- collecting scorecards and maintaining group tables
- setting up of "plate" competition and monitoring same
- liaison with operations team each evening
- organisation of prizes
- maintenance of records for future reference

### 11. Conclusion.

This festival can be an annual opportunity to promote the club in a very positive light. There is quite an amount of work involved and it can only be successfully run if a number of people commit to working at it. It's accepted that holidays will interfere so it's all the more important that all teams have adequate cover in each area. The festival will need fresh ideas each year so any suggestions will be most welcome.