**Semper Fi CycloCross Relay Race Finance Plan**

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**I. Introduction:**

Want to finish in the “green” above what our expenses are. Our goal a donation to Marines of the Palouse is $800. We plan to do this through entry fees and donations collected throughout the semester at sporting events.

**II. Use of funds statement:**

Our main source of revenue would be donations from racers and spectators on race day. We are also accepting donations our website. We decided to use a reference pricing strategy. Other CycloCross events that occur during mid-week are free to participants (Getz). Charging participants for entry into the race would deter participants from attending our event. We are gaining access, free of charge and courtesy of the Fountain family to the Fountain Industrial Park. The industrial park is the home of Moscow, ID’s Sky Ranch CycloCross course.

We will also negotiate with local bicycle shops with either a percentage of product sales accrued through of our event or a one-time donation to our event and group for the promotion we will be giving their company at the event. We also plan to SportTown in Moscow Mall for a possible sponsorship, which is a possible source of revenue as well. We will also be selling raffle tickets for items that were donated by the Velcoe-Velo bike shop that is located on Mercer Island, WA. The participants will get one raffle ticket with their registration packet then additional tickets will be sold for $5 dollars each.

Our money expense will be indirect costs relating to our event. Miscellaneous supplies and items will be in our expenses as well. We are being granted the use of the Sky Ranch facility free of charge as a donation, which would have be our main expense. SquareUp, which is the debit/credit card reader company that we choice to handle electronic payments charges a 2.75 percent fee per transaction. We will also be promoting our event through advertisement on social media. We have set these advertisements to have a maximum budget of $25. Our last expense is flyers that will be put up at the UREC as well as the local bike shops in hopes for creating excitement and talk about our event.

**III. Income Statement**

Most Likely Scenario

Most likely our event will have 40 participants. On any given Wednesday, Sky Ranch can host twenty to thirty cyclists. We estimate that at least 25 of the 40 active Sky Ranch cyclists will participate in the event. The WSU cycling club currently has 10 active members of which at least 5 will attend. The University of Idaho cycling club has 25 active members, of which we expect about 15 to attend. We also expect at least 15 members from the community to participate in the event. We are currently seeking sponsorships from B&L Bicycles, Follett’s Mountain Sports, Heed Energy, Paradise Creek Bicycles Rolling Hills Bicycles, Sport Town Sporting Goods, and the Moscow Co-Op. We are expecting a total of $500 dollars in funds in the form of donations and product discounts. We also expect that we will sell 2 raffle tickets per participant. To estimate the electronic fees, we will assume that half of the donations received will be in electronic form. For our expenses we are expecting to pay $.10 per flyer for 150 flyers.

**Best Case Scenario**

Best-case scenario our event will have 80 participants. On any given Wednesday, Sky Ranch can host twenty to thirty cyclists. We estimate that at least 30 of the 40 active Sky Ranch cyclists will participate in the event. The WSU cycling club currently has 10 active members of which at least all 10 will attend. The University of Idaho cycling club has 25 active members, of which we expect about 15-20 to attend. We also expect at least 25 members from the community to participate in the event. We are currently seeking sponsorships from B&L Bicycles, Follett’s Mountain Sports, Heed Energy, Paradise Creek Bicycles Rolling Hills Bicycles, Sport Town Sporting Goods, and the Moscow Co-Op. We are expecting a total of $700 dollars in funds in the form of donations and product discounts. We expect that each participant will purchase 5 raffle ticket. To estimate the electronic fees, we will assume that half of the donations received will be in electronic form. For our expenses we are expecting to pay $.10 per flyer for 150 flyers.

**Worst Case Scenario**

Worst-case scenario our event will have 10 participants. On any given Wednesday, Sky Ranch can host twenty to thirty cyclists. We estimate that at least 10 of the 40 active Sky Ranch cyclists will participate in the event. The WSU cycling club currently has 10 active members of which at least 1 will attend. The University of Idaho cycling club has 25 active members, of which we expect about 5 to attend. We also expect at least 10 members from the community to participate in the event. We are currently seeking sponsorships from B&L Bicycles, Follett’s Mountain Sports, Heed Energy, Paradise Creek Bicycles Rolling Hills Bicycles, Sport Town Sporting Goods, and the Moscow Co-Op. We are expecting a total of $200 dollars in funds in the form of donations and product discounts. We expect half of the purchase to 1 raffle ticket. To estimate the electronic fees, we will assume that half of the donations received will be in electronic form. For our expenses we are expecting to pay $.10 per flyer for 150 flyers.

**IV. Cash Flow Statement**

Much time was spend in researching the best way for our group to cover our expenses as well as gain revenue and be able to donate to Marines of the Palouse. We chose to spread out some revenues over a few weeks, as we anticipate generating a buzz around the Pullman-Moscow area about our event. We expect the majority of participants to register on and donate on the day of the event. We have a SquareUp account that will be accessible to everyone on the internet through our website, which we thought was innovative and a good use of our resources. We tried to be as realistic as possible when it came to our cash flow statement.

**V. Fundraising Plan**

**Goal:**

To increase contributed income by at least $500 towards the Marines of the Palouse

**Plan and Rationale:**

Our five-man group has been working hard the last few weeks to give the best facility and experience through a CycloCross race we possibly can. Through the event, the plan is to make a minimum of $500 towards the Marines of the Palouse. Each member who participates, volunteer or group member alike, is required to give to the best of his/her abilities.

**Strategy:**

Continue to have this event to promote both Sky Ranch and the Inland Northwest CycloCross Series, which concludes on the 17th of November in Sandpoint, ID. Also we plan to mention the benefits the Marines of the Palouse provide local veterans.

**Staff Time:**

Group members 2 hours of set-up/directing/take-down time

Volunteers for Sky Ranch 2 hours to help with directions/supervision of participants and spectators

**Direct Cost:**

Minimal direct costs, as the Fountain family has donated use of their property for us to utilize for our event. Sky Ranch owner Joey Fountain is also on board with us to provide insight on how to properly promote a Wednesday Night CycloCross Race.

**Timetable:**

Solicitation is to be completed within the month of October, preferably the first half of the month. Through this timetable, this allows our group the time to organize the event for the first weekend of November.

**Projected Income:**

Best-case scenario: $1,585.00

Worst-case scenario: $135.00

**VI. Conclusion**

Through the process we plan to pursue in order to finish in the ‘green’, we intend to seek out all and any Wednesday Night CycloCross race opportunities in the Pullman and Moscow areas. However, we do not intend to limit ourselves to only these areas, as the CycloCross and cycling community has entities in Lewiston and Spokane. Our goal a donation to Marines of the Palouse is $500. We plan to do this through the sales of entry fees and donations. Our group is fully committed to promoting a professional, successful event that benefits both the Marines of the

Palouse and the Fountain’s Sky Ranch CycloCross course.

**VII. Appendix**

**References**

Getz, Donald. *Event Management & Event Tourism*. New York: Cognizant Communication Corporation, 2005.

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| Most Likely Income Statement | | | |
| Revenues |  |  |  |
|  | Entry Fees | (20@$0.00) | $ 0.00 |
|  | Sponsorship Money |  | $ 100.00 |
|  | Donations |  | $ 400.00 |
|  | Raffle Tickets | (40@$5.00) | $ 200.00 |
|  | **Total Revenues** |  | $ 700.00 |
| Expenses |  |  |  |
|  | Facility Revenue | (Donation) | $ 0.00 |
|  | Flyers | (150@$.10) | $ 15.00 |
|  | Electronic Fees | (2.75% of 200) | $ 5.50 |
|  | Social Media Advertisement |  | $ 25.00 |
|  | **Total Expenses** |  | $ 45.50 |
|  | **Net Income** |  | $ 655.00 |

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| Best-Case Income Statement | | | |
| Revenues | |  |  |
|  | Entry Fees | (40@$0.00) | $ 0.00 |
|  | Sponsorship Money |  | $ 700.00 |
|  | Donations |  | $ 500.00 |
|  | Raffle Tickets | (200@$5.00) | $ 1000.00 |
|  | **Total Revenues** |  | $ 2,200.00 |
| Expenses |  |  |  |
|  | Facility Revenue |  | $ - |
|  | Flyers | (150@$.10) | $ 15.00 |
|  | Electronic Fees | (2.75% of 250) | $ 6.88 |
|  | Social Media Advertisement |  | $ 25.00 |
|  | **Total Expenses** |  | $ 46.88 |
|  | **Net Income** |  | $ 2153.12 |

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| Worst-Case Income Statement | | | |
| Revenues |  |  |  |
|  | Entry Fees | (10@$0.00) | $ 0.00 |
|  | Sponsorship Money |  | $ 0.00 |
|  | Donations |  | $ 200.00 |
|  | Raffle Ticket | (5@$5.00) | $ 25.00 |
|  | **Total Revenues** |  | $ 225.00 |
| Expenses |  |  |  |
|  | Facility Revenue |  | $ 0.00 |
|  | Flyers | (150@$.10) | $ 15.00 |
|  | Electronic Fees | (2.75% of 100) | $ 2.75 |
|  | Social Media Advertisement |  | $ 25.00 |
|  | **Total Expenses** |  | $ 42.75 |
|  | **Net Income** |  | $ 150.00 |

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| Actual Income Statement | | | |
| Revenues |  |  |  |
|  | Entry Fees | (11@$0.00) | $ 0.00 |
|  | Sponsorship Money |  | $ 0.00 |
|  | Donations |  | $ 302.15 |
|  | Raffle Ticket | (21@$5.00) | $ 105.00 |
|  | **Total Revenues** |  | $ 407.15 |
| Expenses |  |  |  |
|  | Facility Revenue |  | $ 0.00 |
|  | Flyers |  | $ 0.00 |
|  | Electronic Fees |  | $ 3.81 |
|  | Social Media Advertisement |  | $ 0.00 |
|  | **Total Expenses** |  | $ 3.81 |
|  | **Net Income** |  | $ 403.34 |

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| Worst-Case Income Statement | | | |
| Revenues |  |  |  |
|  | Entry Fees | (10@$0.00) | $ 0.00 |
|  | Sponsorship Money |  | $ 0.00 |
|  | Donations |  | $ 200.00 |
|  | Raffle Ticket | (5@$5.00) | $ 25.00 |
|  | **Total Revenues** |  | $ 225.00 |
| Expenses |  |  |  |
|  | Facility Revenue |  | $ 0.00 |
|  | Flyers | (150@$.10) | $ 15.00 |
|  | Electronic Fees | (2.75% of 100) | $ 2.75 |
|  | Social Media Advertisement |  | $ 25.00 |
|  | **Total Expenses** |  | $ 42.75 |
|  | **Net Income** |  | $ 150.00 |

