SPORTS COMMUNITY

CREATING A SUCCESSFUL AND PROFITABLE *Fun*DRAISING EVENT

DEFINING EVENT OBJECTIVES

What are the objectives of your event?

1.
2.
3.
4.
5.
6.
7.
8.

Who is the target audience of the event?

1.
2.
3.
4.
5.
6.
7.
8.

DEFINING YOUR EVENT

How would you define your event?

What are the different entertainment/sports activities which combine to make the event?

1.
2.
3.
4.
5.
6.
7.
8.

Why will people attend the event?

How many people are you expecting to attract to your event?

What time of year are you planning to run your event?

What are five different locations to hold your event?

1.
2.
3.
4.
5.

SPORTS COMMUNITY

CREATING A SUCCESSFUL AND PROFITABLE *Fun*DRAISING EVENT

MAXIMISING REVENUE

What are the different revenue generating activities of the event?

1.
2.
3.
4.
5.
6.
7.
8.

What sponsors will you invite to be involved in your event?

1.
2.
3.
4.
5.
6.
7.
8.

RESOURCING YOUR EVENT

Are you going to invite other community groups to be a part of your event? If so, in what capacity?

1.

2.

3.

4.

What "portfolios" would you establish to create your event?

1.
2.
3.
4.
5.
6.
7.
8.

How many people would be required in each portfolio to run the event successfully and maximise profit?

1.
2.
3.
4.
5.
6.
7.
8.

IDENTIFYING RISKS

What are the major risks associated with your event and how will you minimise each?

1.
2.
3.
4.
5.
6.
7.
8.

PROMOTING YOUR EVENT

How are you going to promote the event?

1.
2.
3.
4.
5.
6.
7.
8.