

# Sport assignment: 5k eagle color run walk essay examples

[Sociology](#), [Community](#)



## **Executive summary**

Amongst the aerobic exercises known to be simple and rewarding is running or taking a walk. Many have testified to the benefits of this easy task in day-to-day life. Researchers have satisfied the notion that this exercise complements one's life in many ways stretching from medical benefits to other advantages that develop healthy living. Running does not leave one on the same page of life. This season, the event has been brought closer and made fun for everyone in the 5K Eagle Color Run/Walk.

The 5K run/walk is an exciting event scheduled to take place in Spring 2014. This is a sport event designed by the Douglas High School Sports department with a clear intention of assisting in acquisition of sports equipment including footballs and athletics. The event will attract athletes and sports men and women from across town. There will be at least 200 runners and 100 walkers. The run/walk will be flagged off at the Campus of Douglas High School and will follow the designated track as marked.

As an event with a primary aim of obtaining funds, a plan on expenditure and revenue collection has been established. a budget of at least \$5650 is expected. There is a distinct strategy formulated to guarantee collection of funds from donors, goodwill, sponsors, and other supporters towards the mission of this agenda. Donations have not been exempted as they play a critical role in the redemption of the budget. Registration of participants and selling items for the run/walk is also another means by which money will be collected.

The major strategy of enhancing awareness for the 5K Eagle Color run/walk is through advertisement through the media such as radio, newspaper, and

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local TV. Much more will be done through the word of mouth and celebrity endorsement too. This will guarantee a handful of participants and supporters from various places across town. The execution of this plan laid down will provide a clear framework and flow of events prior and during the event. As a community project, this mission is believed to have a great potential to engage different people in to one and conquer this community in to as people of different capacities gather towards the accomplishment of one goal.

## **Introduction**

The 5K Eagle Color Run/Walk is a 1 mile Fun Run that will take place at the campus of Douglas High School in Spring 2014. As it is meant to be a fun time event, the Running exercise will attract people from various backgrounds, interests, and professions. However, all will be gathered with the primary agenda of the 5K Eagle Color Run/Walk. This means that the event will target the young and old in this community. This is an event expected to mark the height of Spring in this neighborhood and all over town.

The main purpose of holding such an incredible event is to increase awareness and generating money for protective football equipment, which will play a key role in the management of the team. This includes protective equipment, which is fundamental in youth football as one of the leading sports in this community. The run will contribute extensively to the county recreation department kitty. It is crucial to embrace the basis of doing such exercises. The 5K Eagle Color Run/Walk is also meant to promote healthy

living too. For instance, to the young people this is a chance to learn the importance of such an activity to enhance health and for the old folks, the same contributes to prolonged life as running and walking improves body performance. The event targets to reach out to 200 runners and 100 walkers. These are expected to participate in the run and walk from the flag off time to the end. Other participants in this event include staff and sponsors who have contributed and played a lead role in the organization of the event.

Considering the location of the event, it has been put on consideration that the necessary authorities must sanction the event. This is taken as a critical aspect as such a permit from the relevant leaders will play a leading role because it will involve participants from outside sources.

## **Venue Description**

The location chosen to do the 5K Eagle Color Run/Walk is a central place, which is easily accessible for all participants. The campus of Douglas High school is well known within the neighborhood and for people who may be the first time will experience no difficulty getting to the starting point. It is from this station that the 5K Eagle Color Run/Walk will be flagged off. In terms of strategy, the campus is the best position as the announcement can quickly reach masses through students. Again, parents, relatives, guardians, and sponsors can get the message in the least time possible too. Therefore, in terms of communication, the Douglas High School campus fits the events perfectly.

The campus of Douglas High School is also the perfect idea for the event in

terms of hosting such as outdoor event, which involves a lot of movement. Bearing from the idea that having a run will require a lot of space with less traffic movement, this area is situated a few Kilometer off the main road of the given area. This means that this place will not have any heavy movement of vehicles that can cause alarm. However, a map will be drawn which will indicate the route to be followed from the start to the finish point so as to develop a clear route that participants will follow throughout. It is critical to realize the principal agenda of this event by noticing the neighborhood mentioned. This smooth race is expected to be fundraiser and awareness program for the sake of buying protective equipment for football and athletes. Hence, the neighborhood is appropriate as it includes various social grounds and buildings where people can be reached out to easily. In addition, the campus has a large compound that can accommodate all participants and more. The same venue has enough grounds for emergency vehicles such as ambulances and all essential amenities including toilets, medical centers etc.

## **Revenue Generation Strategy**

The 5K Eagle Color Run/Walk to be held this coming Spring in 2014 is expected to be the best and outstanding event that will color this season. As a major happening within the Campus of Douglas and community, the sole purpose of the Run/Walk is to raise funds to support the buying of equipment, which will be used by athletes and footballers. In this regard, the following is the budget of the event.

- Sports facilities 200

- Operations 500
- Ceremonies 350
- Catering (food and water) 1000
- Transport 400
- Administration facilities 150
- t-shirts 700
- trophies and prizes 600
- Medical services 500
- Security 300
- Promotions and advertisements 150
- Volunteers 200
- Insurance 600

## **Funding**

The approximated budget for the event, which holds up to 300 participants, will equate to an expenditure value of \$5, 650. This may be the basic expenditure of the event. Nonetheless, much is expected because it is meant to raise funds for equipment acquisition. Therefore, the following effort will be directed towards the attaining of money for this reason:

- Grants: these will be donations from will givers who are ready to support the event through their donation and endorsement. In a similar perception, offers can be given to some companies for sponsoring that comes with opportunity. That is the opportunity given is directly related to the event for instance, their products can be used in the event, get VIP entrances, allowed to do promotions during the event such as soft drinks, sportswear products,

etc (Solomon, 2001).

- Donations: this is the best option for such an initiative. Donations can come in monetary form or as solid staff such as the equipment expected by the Football and athletic teams. In this case, sponsors can donate towards the long-term goal or again donate towards the support of the event. On the other hand, other donations can come in the form of volunteering in catering services. This is the provision of food and water for the participants and other people present in the event. Other items that can play a key role in reducing the budget include door prizes and tickets, utensils and cutlery, fresh fruits etc (Solomon, 2001).

- Registration: This means will be used as one of the key avenues of generating money in the 5K run/walk. Members willing to participate in the plan will be required to register with the following amount at mentioned centers and stores \$50 for adults, youth, and teenagers at \$35, and children at \$20. Despite having such standards people willing to pay more will be allowed to do so in the form of donations or register others too.

- Items for sale in the event such as t-shirts, caps, pens, bags, branded water etc these can be bought in support of the fundraiser.

- Advertising can play a leading role in enhancing fund raising at such an event. Hence, organizers will involve various media houses to attract participants from different places across town.

## **Promotional Strategy**

As mentioned above, there is a plan to include media houses in this event as one of the key features. With high expectations of raising a lot of money for

the sports equipment, it is imperative to include media such as TV, Radio, and local newspapers. According to Mullin, Hardy, and Sutton (2007) it is beneficial to take advantage of any sales during such happenings. This insinuates that, the event can as well receive substantial revenue from the sales of the day. That means that items on sales have to be prized strategically. Other people on the ground will also be involved in the spreading of news concerning 5K Eagle Color Run/Walk. Similarly, they will be given tickets to sell to people they find interested with the event (Getz, 2012).

Using the connection that the Douglas High School Campus has with neighboring schools and other sports organization, it is advantageous to include them in this strategy. Hence, more athletes, runners, and walkers will be expected from such institutions who will come and support. Other to be included in this category are competitor teams from other place who can contribute remarkably in the selling of the tickets and other relate products of the event.

One of the basic tools that can come in handy during the planning of this exceptional event is communication to friends and relative. This is basically spreading news through the word of mouth in all aspects concerning this event. It can be through the young people and old folks too who will attract people from all backgrounds towards the focus of the 5K walk/run. Major organizations participating in the run such as medical service providers, catering service providers etc can be used as a channel in reaching out to masses to support this mission (Masterman, 2007). Showing gifts and packages to expected participants is another strategy that can bring in a



handful of returns. This will embrace packaging all the prizes and distributing them to various places for display. Executive tickets such as VIP entrance packages will also play a major role in this affair. Likewise, endorsement from renowned athletes, footballers, and other sports icons will be considered. In this aspect, the organizing team will take autographed items to different stations. On selected days, some of these icons will be chosen to visit their fans in order to invite them for the big day of the 5K Eagle Color Run/Walk. Likewise, people in high society can be propelled to contribute in the same.

## **Staffing**

Staffing for the 5K Eagle Color Run/Walk event will be made of volunteers and recruited members. The event may involve more than 300 people due to the participants in running and walking while onlookers may also come in great number to support the events and participants too. Consequently, volunteers will come in groups depending on the department one would like to serve. As they register, they will be given identity titles that can easily distinguish one from another. Hence, there will be different groups separated at various sites within the campus and along the running tracks. With an expectation of about 500 people to be in the event, at least 30 volunteers can serve in various departments including catering (food and water), transport, medical attendees, registration, sales, and administration (Getz, 2012).

More positions to be enrolled in this event include an event manager who will oversee all activities happening and coordinating between different service

providers on the ground. He or she will take responsibility from eve of the event to the end of day. Assistants will also be required that will head various departments and groups including taking care of participants on the track during the run/walk. These heads of department will be recruited from different places or recommended for their positions. This is important for the sake of taking care of the interests of all people attending the event (Solomon, 2001). All volunteers will be expected to work in their various position to the end of the 5K Eagle Color Run/Walk.

## **Execution plan**

Organizing and planning of the 5K run/walk to take place at Campus of Douglas High School next Spring 2014 will begin at least 3 month earlier. The first stage will be to take on the lead organizers who will spear head this whole plan. These will be responsible of taking and vetting participants into the 5K Eagle Color Run/Walk. On the other hand, the lead team will take control of all processes that involve the endorsement and suctioning of the event within the first month. A subcommittee will be chosen amongst these to handle all matter relating to the invitation of sponsors and icons that can help in the making of the 5K Eagle Color Run/Walk.

During the second month, a lot of awareness will be done including sending adverts through the media, station tickets, and placing entry forms for participants in various stores. During this month, celebrity endorsement will also be done at various stations mentioned as a means of attracting people to the occasion. Acquisition of products and other staff to be used in the event will begin on the last month, as the day gets closer. During this time,

every person working closely in the organization and for the event will take on his or her responsibilities. The last two weeks will be concluding on the final plans. On the eve of the event, key organizers and all heads of department to do rehearsals of the same in preparation for the day will conduct a final meeting.

The material day is likely to be a busy day for the majority. All activities that relate with the supporting of the event must be staged by 7pm such as placing tents, chairs, water etc. the 5K run/walk will be flagged off at 8 am at the starting point. At 3 pm, there will be the giving of prizes to the best participants and acknowledgement of all supporters and sponsors. All activities are expected to be done within the given framework. The 5K Eagle Color Run/Walk is expected to end at 4. 30 pm after which all guests leave at their own pleasure.

## **Reference**

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