

# Kickin' It With Families Together



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Introduction

## **Mission Statement**

Kickin' It With Families Together is a 5 on 5 charity soccer tournament and youth clinic that will foster an inclusive environment for the Washington State University campus and Pullman-Moscow Community. The event will give students and camp participants an opportunity to participate in a soccer tournament or clinic while in a fun, culturally, and physically inclusive setting.

## **Executive Summary**

- Currently our team is a young group of aspiring sport managers looking to make an impact on the Pullman-Moscow community.
- Our team's goal is to host an event that fosters inclusion and cultural competence on the Pullman campus through the shared enjoyment of soccer.
- We are going to achieve our goals through programs such as workshops hosted by the cultural fraternities and sororities. We will also make sure Families Together has the same opportunity as the cultural fraternities and sororities. Lastly we will provide a competitive and instructional soccer environment. We will achieve this by utilizing our officials and camp leaders to keep games and clinics safe and fun for all participants.

## **Introduction**

We are hosting a five on five soccer tournament at the Valley Road Playfields on the weekend of November 2nd. The tournament is open to men and women ages eighteen and over with valid Idaho or Washington State University student ID. Along with the tournament we will

hold a small clinic in the morning for children in the local community. We plan to have the men's or women's soccer team attend to instruct the participants. Our plan is to get a headlining sponsor for the event to provide money or merchandise.

### **Rationale**

The reason we chose to do a soccer tournament is because of the overarching global popularity of the sport. One of our main goals of this tournament is to achieve cultural competency by bringing together the diverse cultures at WSU. We also chose a soccer tournament because weather will not be an issue. With the youth clinic community involvement will also be a key factor.

### **Stakeholders**

The stakeholders for this event are not only us the group members, but the Sport Management program. The event we put on will reflect on the program the kind of students they produce. Other stakeholders will include the potential sponsors of the event because their name and products will be attached to the event. The participants of the event are stakeholders as well because they will be investing their money in our tournament.

### **Environmental Impact**

We do not plan on having much of an environmental impact from our event. We will be hosting an event on the Valley Road Playfields that were meant for sports. We are using cones to mark sidelines instead of using spray paint on the fields.

## **Economic Impact**

We hope to bring a positive economic benefit to both our sponsors and our associated philanthropy. We plan to spotlight our sponsors throughout the event with banners and t-shirts with the sponsors' logo on it. Even before the event, we plan on using sponsor logos on flyers and registration forms to get each company's name out. For our philanthropy, we will have banners with their logo at the event, while providing the contact information to participants and fans who want to donate to the philanthropy aside from just the entry fee.

## **Goals and Objectives**

The "big hairy audacious goal" that our group is hoping to achieve is to have a headlining sponsor that will provide cash for the event. One goal we hope to reach is to have our event advertised on at least three mediums. Our objective is to get into the Pullman Daily News and The Daily Evergreen twice, once before the event and again after the event to report the success. Another objective to reach our advertising goal is to get onto radio and also get into the classrooms promoting the event through surveys and flyers. To achieve our goal of cultural competency our objective is to have at least one cultural club on campus represented by a team participating in the tournament. Another goal we plan to achieve is to max out registration one week before the actual event occurs. In order to achieve

## **Marketing plan**

For the marketing plan, we try to find out our target marketing in our local community. In the target market research, we mainly focus on the demographic, socio-economic, cultural and

environmental in the Pullman area. We also use the 7 P's strategy, which is price, people, promotion and place, in order to collect more information for our project.

By signing this, I acknowledge that I am eligible to make changes to the group bank account held at Chase Bank for the event: Kickin it with Families Together.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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