

## **THE PREMIER FUNDRAISING GUIDE - TABLE OF CONTENTS**

### **1. Team raffle**

Players can sell raffle tickets. Grand prize is a round trip airfare for 2 people to either Paris or London. Tickets are sold for \$ 5.00 each – players will keep 100% of the revenue. This program is only available for teams traveling with Premier International Tours at no costs.

*Expected earnings: \$ 500.00 or more per player*

### **2. Support International Sports dreams**

Premier International Tours designed a web driven program where players may solicit local community members, family, friends, fans and other supporters to raise funds for their trip.

*Expected earnings: \$ 500.00 - \$ 1,000.00 or more per player*

### **3. Team store – Rocket Team and Spirit**

Set up an online team store for your team where you sell team and/or tour specific apparel, pins, souvenirs, etc. You can create your own team line. No upfront cost for the team.

*Expected earnings: \$ 100.00 or more per player*

Other fundraising ideas:

#### **4. 24 Hour second sale**

#### **5. Organize your own sports camp**

#### **6. Golf tournament**

#### **7. Dinner, dance and auction**

#### **8. Sport – a – thon**

#### **9. Texas Hold'em Poker Tournament**

#### **10. And more**

### **1. Team Raffle**

Premier International Tours is offering it's customers a wonderful opportunity to participate in a new raffle fundraiser.

The grand prize is two airline tickets from North America to Paris or London. The value is approximately \$ 3,000.00. The winners must allow four months notice from the date of the draw.

Players will keep 100% of al profit received from the raffle. For example; a player who sells all 100 tickets for a donation of \$5.00 per ticket will keep the total money raised.

We feel confident that this raffle program can raise a minimum of \$500.00 per player to contribute to their tour cost.

It is important that the ticket stubs be sent to us no later than January 1, 2011. *The drawing will be held during the NSCAA Convention, mid January of 2011.*

All stubs must be mailed before January 1, 2011 to:  
Premier International Tours  
13710 E. Rice Place –Suite 110  
Aurora, CO 80015

We discourage parents from purchasing all 100 tickets.

This raffle will be available to all groups traveling internationally with Premier International Tours in 2011. It is estimated that approximately 40,000 tickets will be sold in 2010.

Please find below a sample ticket (a detachable stub will be found on the left of each ticket for contact information of the purchaser).

### **Ready to get started?**

- Complete and send in your group booking form and deposits.
- Appoint one contact person who will collect all ticket stubs. Please advise their name and contact details.
- Forward your club, college or team logo (.jpeg, .gif, any picture format will work, please no .pdf or .doc).
- On receipt of this information we will mail 100 tickets per player.

[Team/Club logo]



[Name Club] 2010 Sport Tour Fundraiser

**Win two airline tickets from any destination in North America to Paris or London (your choice). Value of this trip is approximately \$ 3,000.00.**

This program is given to all groups that will travel internationally with Premier International Tours. We estimate this in 2010 approx. 40,000 tickets will be sold. The winners need to give us 4 months notice and we have no blackout dates.

Donation per ticket: \$ 5.00

## **2. Support International Sports dreams**

The Support International Sports Dreams is a professional, web driven program to help tour participants solicit sponsors. The premise is to send a personalized letter to businesses and people the athletes know asking for a donation toward their international sports tour.

There are four levels of sponsorship:

- More than \$500 - Platinum Level Sponsor
- \$500 - Gold Level Sponsor
- \$250 - Silver Level Sponsor
- \$100 - Bronze Level Sponsor
- Less than \$100 - Copper Level Sponsor

Following are the benefits for a sponsor:

- Help a player make his/her International Sports dream come true
- Recognition on the Premier International Tours team page based on sponsorship level
- Tax write off - After receipt of donation the team will mail a Thank You letter which can be used on a tax return.

The Team Page (hosted by [www.premierinternationaltours.com](http://www.premierinternationaltours.com)) is where the team will be recognized and Premier International Tours will track sponsor donations and provide tour reports while abroad.

On the Team Page team's/team members will be able to:

- Print a Sponsor Invite letter and add a personal note
- Email a Sponsor Invite letter
- Upon receipt of a donation print a thank you letter for the sponsor
- Tour updates:
- At the end of each day on tour the courier for each group will report the day's sports activities/scores. This info will be uploaded to the Team Page while they are traveling. This way sponsors can see how the tour is going.
- There will also be a place where tour photos are uploaded.

Who to approach:

Individuals or organizations who may have a personal or family relationship with the athlete traveling. Examples are below.

Parent's company	Service Center	Gas Station
Parent's employer	Auto Dealership	Family Dentist
Realtor	Financial Planner	Accountant
Restaurant	Lawyer	Orthodontist
Cosmetic Surgeon	Psychologist	Insurance Broker
Mortgage Consultant	Travel Agent	Photographer
Gardner Center	Coffee Shop	Copy Shop
Pool Specialist	Pediatrician	Bakery and Deli
Hardware Store	Architect	Interior Designer
Pharmacist	Landscape Gardener	Sports Medicine Clinic

### **Ready to get started?**

- Forward your club, college or team logo (.jpeg, .gif, any picture format will work, please no .pdf or .doc).
- Forward team photo (s) as we will place them on the Team Page.
- Assign a main point of contact (if doing raffle same person) that will update Premier International Tours of funds received every two weeks then the Team Page can be updated accordingly.

### **3. Team store – Rocket Team and Spirit**

Create your own line of team apparel, souvenirs, pins, etc. and give fans a convenient way to purchase these items on line and the team has no upfront costs.

Your Team Product Line:

Use your current team logo or design a special logo representing your sports tour. Many teams have incorporated their logo with the dates of travel and countries visiting. This makes your product all the more special because it is unique to your tour. Think how excited your fans, family, friends and community members will be to purchase your new team product.

Convenience:

Our partners at Rocket Team and Spirit will set up a team store via [www.rocketteamandspirit.com](http://www.rocketteamandspirit.com). You can post a direct link to your team store from the team website or team page on [www.premierinternationaltours.com](http://www.premierinternationaltours.com). Just get the word out about your store; people can buy as much or little as they like and Rocket Team and Spirit will process payment and ship the product directly! Visit the Premier International Tours store to see how it works <http://www.rocketteamandspirit.com/SearchResults.asp?Cat=168>

No Cost:

Yes that is right NO COST! Rocket Team and Spirit will open the store for two weeks each month offering a new product on special every two weeks throughout the year. The sooner you begin the more time the team has to raise funds. There are six different products; t shirts, hooded sweatshirts, ball caps, water bottles, pins and pennants. People visit your team store purchase the product then at the end of the two week blitz the order is confirmed with the team representative, placed and shipped (so long as minimums are met). Easy as that. No upfront inventory purchase which means no overstock and no costs for the team.

### **Ready to get started?**

Connect with our partners at Rocket Team and Spirit. They will guide you through logo development, setting up the team store, creating a two week blitz schedule and give you 100 free stickers with your logo on them!

Rocket Team and Spirit  
Mr. Ted Pfeifer  
Tel. (503) 652-0148  
[ted@rocketpromo.com](mailto:ted@rocketpromo.com)

### **4. 24 Hour second sale**

The second sale/raffle will be based on selling all of the seconds in a minute of an hour in a 24 hour day. The total seconds to be sold would be 86,400 seconds (60 seconds x 60 minutes x 24 hours). With 18 players, you can divide 86,400 seconds into 4,800 seconds (or 80 minutes) that each player can sell.

We suggest that \$ 0.25 per second be charged. At this price the team can expect to raise a gross amount of approx. \$ 21,600.00 and each individual player approx. \$1,200.00 if they sell all their seconds. Players can sell the seconds in packages of 20 seconds for \$5.00, or 1 minute for \$15.00 (60 seconds x \$ 0.25) for example.

To run the lottery you must have a 24 hour clock that goes by military time (so 1pm would be 13.00 hours). Then, wind up the clock, set it at an arbitrary time then allow it to run down. The person with the correct hour, minute and second wins. We suggest that you allocate \$1,000.00 for the winning prize. The total amount of money to be made goes like this if all the seconds are sold.

Gross sales = \$21,600 - Prize money = \$1,000 - Expenses = \$ 100 - Total profit =\$20,500.

### **5. Organize your own sports camps**

Have your team organize sports camps for younger youth teams in the area. This fundraiser involves the players and coaches of your team putting on sports camps or clinics for younger players in and around the area where the team is based out of. The camps can be 2 day clinics or week long camps. The execution of this fund-raising idea would entail the following steps:

Establish a date or dates that do not conflict with any of your team activities or games or major youth tournaments or events in the area so that potential participants would be able to attend the camp(s).

Secure at least 1 or 2 fields for the dates and times you have established for the clinics/camps.

Promote your camps. A good idea to promote your camp is to make a flyer. Make sure your flyer includes the dates and times of the camp, the cost of the camp, how many players the camp is limited to and a biography of the team and the coaches. This biography can include where the team and players are from, major tournaments or leagues the team has won and participated in and a background about the coaching staff. Mention in your flyer that this is a fund-raiser for your team to travel internationally to play sports. Have your players go to local youth games and tournaments to hand out these flyers. Also make sure the flyer has a form for participants to fill out and send in.

Administration; keep good records of individuals who have signed up for the camp and payments made. A good way to keep track of which participants have signed up and paid for the camps is to have a check-in for all participants at the beginning of each camp.

It is up to your team to determine what amount to charge each participant, but keep in mind that you should charge enough to make a profit after expenses that you might have for the camps including field rental charges, promotion costs and costs to make a camp t-shirt to give to each participants.

## **6. Golf tournament**

Club or team sponsors a golf tournament at a local country club or golf course – one day event. A set fee is charged for people who want to participate. This fee should include 18-hole play at golf course, lunch, dinner and possible gifts/goodie bag. Make sure that the fee charged covers the costs of the above mentioned items, and you can consider adding a little extra to the fee for a “commission” for your club or team.

More money can be made by approaching local businesses about being a sponsor at the tournament. For a set fee, that business would get a banner or sign put up at the tee box or green of a hole at the golf course. For example, a club we worked with that did this fundraiser charged local businesses/merchants \$500 to put a sign on the tee box and \$500 to put a sign on the green of each hole. This equates to \$1,000 of sponsorship money per hole x 18 holes = \$18,000. This is how the club made most of their money from this event.

## **7. Dinner, dance and auction**

One night event including a dinner and dance party at local hotel ballroom, dance parlor or restaurant. Charge each person a set admission fee for the event. This admission fee should cover the costs incurred from the event such as dinner, labor, facility rental, etc. Again, team or club can even add an amount to this as a “commission” for the club or team to help raise funds.

Money is also made with a silent auction that takes place at the event. Team can approach local businesses and merchants about donating items to be auctioned off at the event. The advantage for those businesses is that they get exposure at the event and it can be a tax write-off for them.

If necessary, the team can offer something for the business/merchant in exchange for their donation such as to put the businesses logo on their uniforms or warm-ups, or to include the businesses name in the club or team’s newsletter or website, etc.

## **8. Sport – a – thon**

Premise of the Sport-a-thon is a 24-hour stretch of players/teams, or people associated to the team (such as friends and family), playing a continuous sport (can be shorter than 24 hours if necessary).

Donors make pledges to pay a certain amount per hour to an individual player - that's how the money is raised. Your team should set a goal for total hours the game will be played. Make sure to look into all precautions of playing a long period of time (i.e. have trainer/ medical staff on hand). Other activities can be done around the Sport-a-thon such as a car wash or raffles can be held raffling off donated items from local businesses.

## **9. Texas Hold'em Poker Tournament**

In the past years various clubs have organized a Texas Hold'em Poker Tournament and raised substantial amount.

We organized a tournament with approx. 100 poker players. Each player paid \$ 50.00 to get in with 4,000 chips to start. The cash prizes were 1st - \$ 1,000.00; 2nd - \$ 500.00; 3rd - \$ 300.00; 4th - \$ 200.00; 5th \$ 100.00 and 6th - \$ 75.00. We did organize a raffle and silent auction during the poker tournament. In addition to this we had a buffet with lots of food.

Please find below an organization summary.

- Check existing resources (such as volunteers, items on hand, potential sponsors) to establish a projected budget for the event.
- Organize your budget; Expected income; charge to play in the tournament, amount of people who will attend just for a meal, sponsorships, silent auction, prize donations (in kind), alcohol and soft drinks sold, and any other donations.
- Expenses; gaming tables, food, playing cards, poker chips, decorations, graphics and printing of marketing materials, alcohol, sodas, water, supplies, license fees, venue charges, winners' prizes and any miscellaneous and unexpected.
- Stay professional order poker tables or poker table tops for the night of the event. You may rent or buy these.
- Select a location that is convenient for community members.
- Create your theme and your marketing pieces to promote your event.
- Create a strong volunteer staff and constantly follow up with their progress; signing up sponsors, getting gifts for the silent auction, the prize drawings, marketing the event.
- Maybe choose a local celebrity or a poker professional to emcee your event. This helps promote it and creates more interest from the community to attend.
- Make sure you have something for all Texas Hold'em players to take home as a fond memory of your event.

## **10. And More**

Following are some other common fundraising ideas:

- A good group effort involves a garage sale. Individually these don't raise enormous sums -- but if every family pools its efforts, and you bill the resulting event as the town's "largest sale ever," the results can be impressive. (Don't forget to sell food, coffee and drinks!)

- Supermarkets sometimes help community fundraising projects, with schemes based on coupons or receipts. Check around for these little-publicized, but worthwhile, promotions.
- Of course, one of the best fundraisers around involves the sweat of the players who will be traveling. Set up a "job bank." Run an ad in the local paper, explaining that players are working to raise funds for an international sports tour, and will be available to perform any task, singly or in groups: yard work, window washing, furniture moving, you name it. Set an hourly price per person and state it clearly in the ad, along with the phone number of a "job bank coordinator" who will field all phone calls and assign jobs equitably and geographically. Naturally, each youngster keeps whatever he earns, and applies it toward the trip.
- The old stand-by is car washes. Another idea is to not only have a car wash but try and add a car wax section at the gas station or the school. Charge 10 to 20 dollars per car.
- A group from Washington State raised a couple of thousand dollars with a pizza sale. They worked with a pizza-making, fundraising group called B&B Fundraising. The kids took orders for pizza. B&B brought the ingredients, supplies, etc. The group brought the work force in order to make the pizzas. They made approx. 650 pizzas in about 3 hours. After that they delivered the pizzas and made about \$ 4.00 per pizza. The pizza company Little Caesar's also offers pizza making as a fundraiser as well.
- Contact a local high quality coffee manufacturer in your area that sells the same brand of coffee in the grocery store. See if the manufacturer will let your team sell the coffee for the same price, but have them sell it ground to your group at half the cost. Then have your group sell the coffee and you keep the profit. Invite friends and family to order from you, instead of going to the grocery store to buy it.

For more detailed information about these fundraising activities please visit [www.premierinternationaltours.com/soccer/fundraisingguide.html](http://www.premierinternationaltours.com/soccer/fundraisingguide.html)