

Deltchev Gymnastics

Booster Club Ideas

MKT 495

5/3/2010

Emma Chen, Jessica Pace, Nina Scarcinella, &
Brittany Haggerty

Slogan: "Olympic Passion Lives Here"

	Strengths	Weaknesses
Product	<ul style="list-style-type: none"> ✿ Various classes that cover various age groups and levels of performing ✿ Advanced and intermediate classes for gymnasts with experience who want to compete ✿ Star Skill program ✿ Credited trainers with outstanding performance history (Medals in Olympics, World Cup, and other international competitions) 	<ul style="list-style-type: none"> ✿ On the website there is no pricing for the offered services ✿ On the website there is no description of what different classes offer ✿ On the website there are no examples of graduate gymnasts that have achieved excellent career levels in gymnastics
Price	<ul style="list-style-type: none"> ✿ Very low, affordable price ✿ Pay on a per month basis, covers one 1 hour class per week, while other gyms do per class rates or 8 week rates 	<ul style="list-style-type: none"> ✿ The low price (\$55/month compared to \$62/month or \$68/month for main competitors) can be conceived as lower quality ✿ Should give a discount for annual memberships
Place	<ul style="list-style-type: none"> ✿ Convenient location of the gym (S. Virginia St. by Hwy 395) ✿ Easy for people to find ✿ Reno is not expensive compared to big cities ✿ Travel is affordable for people coming to Deltchev Gymnastics for meets 	<ul style="list-style-type: none"> ✿ Not located within any neighborhoods where students would come from ✿ Area around Deltchev Gymnastics isn't the nicest ✿ Not as many resources in Reno to sponsor or raise awareness of Deltchev Gymnastics than a larger city would have
Promotion	<ul style="list-style-type: none"> ✿ The type of promotion Deltchev has used for the Goblin Games has been extremely successful ✿ Variety of ways to promote Deltchev Gymnastics and the Booster Club through the different fundraisers they have done 	<ul style="list-style-type: none"> ✿ Promotions not just for fundraisers, Deltchev doesn't really promote themselves through ads or anything ✿ Fundraisers don't always do the promoting they should (Are people told about Deltchev when buying candy to support them?)

Current Target Market

Right now Deltchev Gymnastics' target market is younger children who are serious about gymnastics. They have targeted the Northern Nevada and California areas, and families who like to do things together. They made their programs very family friendly, so they want to attract families who enjoy the family time. By having Olympic Medalists as coaches, they are looking for students who really want to pursue gymnastics, not students who just want to do it for fun.

Fundraiser 1: Next Gold Medalist Campaign

“The Next Gold Medalist is Here!”

This is the campaign we put a lot of thought into. This campaign is very detailed and isn't just an idea, we gave you the steps to really put it into action. We strongly believe that this campaign is really worth the effort and deserved a very in-depth analysis. The other campaigns are great ideas for you to use, but do not require the depth that this campaign does.

While gymnastics is a sport that the general public might ignore after the Olympics, the slogan should be created to bring the public's attention while Olympic is still in progress. The slogan, “Next Gold Medalist is Here” would not only bring attention, it could also show the goal of the organization that they would like to give kids a chance and stage to be trained for their future gold medal.

Olympic Scholarship Campaign

Objective: To bring the public awareness of the organization and encourage the public to support the team by funding the campaign.

Method: To have an annually online scholarship competition between their team that will be opened for the public to judge and vote for whom would have the most potential to be a gold medal winner in the future Olympic. At the same time, the website will also provide funding/sponsor function for people to support their favor player or the entire team.

Detail:

- Deltchev will find an appropriate sponsor for the scholarship of the first place or first three winners; the ideal candidate of the sponsor or sponsors could be a sport/energy drink company, sport store, fitness center, or other sport related company. To attract companies to attend as sponsorship, they could offer space of the campaign to promote their products, services, or companies as the sponsorship; therefore, they could raise their brand image while promoting their product, services, or companies through the campaign.
- Deltchev will create and produce personal introduction and performance videos for each player in the team; in our opinion, it would be better and more motivated if players could say something to introduce themselves or their dream in the field by themselves.
- After the team finishes the video, Deltchev should post them on the website and have two buttons under each video—vote the player, and support the player. As the campaign, the “vote” button is the button that allows the public to vote who they think have the most potential to be a gold medal winner in the future Olympic; on the other hand, “support” button is the button that allows the public to support their favor player by sponsoring/funding. Thus, they should have two options for the public to sponsor the player only or the entire team on next page if they push the support button. Furthermore, they should also have a “support the entire team” button on the side of campaign page as well as

a little story of campaign that all of players have a dream to get gold medal but they need supports from public to reach the dream.

Promotion of the event:

- Having the slogan—“Who is the next gold medalist in Olympic?” for the champagne could correspond to the main slogan—“Next Gold Medalist is Here!!”
- Using free social media tools to reach wide audience and community such as Facebook, Youtube, and Twitter. We will suggest Mr. Stoyan Deltchev to record a video to promote the campaign and post it on the social media. if it is possible, we will also suggest them to find other top players to record the promotion video as philanthropy. In addition, these social media should be maintained and updated daily or weekly.
- We would also argue to creating a fun and interesting public release to attract local TV news programs and news papers to report the campaign; therefore, they could bring public awareness of the campaign and the organization. For instance, they could use the title—“the lost people after Olympics.”
- Having a radio advertisement on local radio stations because it is the cheapest media that could reach a large group of audiences.
- Posting event flyers on community board of each local Starbucks because it is free for posting and it could reach a lot of audiences as well.

Marketing Tools: Social Media (Facebook, Youtube, and their own website), news release, radio ads, and flyers.

Cost: Social media creating and maintaining (labor cost), website design (labor or physical cost) and space (physical cost), video recording and producing

(labor or physical cost), online payment system (physical cost), radio ads creating and releasing (physical cost), flyers producing (labor or physical cost) and posting (labor cost)

Fundraiser 2: Family Fun Night

“A Night of Fun for the Whole Family!”

This idea for a fundraiser is called “Family Fun Night.” This should happen Saturday night starting at 5:00pm. The booster club can put up posters around their neighborhoods and get the students to hand out flyers to children in their schools.

Starting at 5:00 pm on a Saturday, when there are no classes at the Deltchev Gymnastics facility, children and parents can start lining up to get in to Family Fun Night. At the door it would be \$6 for parents, \$4 for children, and the parents would have to sign a waiver releasing Deltchev of any responsibility if any injuries were to happen. Also, you would want to make sure there is a parent or adult for every 4 children.

There would be different stations at Family Fun Night, probably around 5. One could be a game of dodge ball in the foam pit. This would be fun with foam balls and would prevent injury by doing this game in the foam pit. Another station could be the students teaching other children and even parents how to do basic jumps on the trampoline. Things like star jump, pike, and other simple movements, and how to land in the right stance. This would be fun for the kids and the adults. Another station could be a movie station. Have classics like Disney movies playing in one section of the Gym maybe at the end of the night or constantly throughout the night. The movies can either be on a TV or projected on a wall. Another station can be a craft

station. Just set up a few tables and have all sorts of craft supplies laid out. Or, you could do a guided craft where you teach them how to make something. The last station should be a snack station. Sell popcorn, juice, and whatever other snacks you want. This gives the kids some nourishment and is extra money on top of admission.

By handing out flyers of this event to families and friends around you, you can ensure that people will come outside of the booster club. Families are always looking for a cheap and fun night out for them and the kids, and this is the perfect solution for them. I think many parents will be willing to participate in this event and have some fun with their kids.

Fundraiser 3: Pizza Party!

“Yummy, Messy, Pizza Fun!”

The best things about pizza are that it's easy to make, cheap, and all the kids love it. All you have to do is get creative with the toppings! A pizza night fundraiser is also easy to organize. There is couple of ways to do it. First, you can arrange with a local pizzeria or restaurant to provide a large number of pizzas for your event, and sell them by the pie or by the slice. Show a movie, and make it a social event. Or, if you have the means to rent or borrow one that has a kitchen and a large oven, host a make-your-own-pizza night. Frozen crusts make it easy. Buy pre-cut, packaged, or canned toppings from the grocery store or a club store—at a volume discount—and let your guests put together their own unique creations. You can charge by the pie, or a flat entry fee. Beverages are good to have as well.

If you charge by the pie, make sure you cover more than your costs to make profits for the club. If you charge an entry fee, make sure it's a fair price to the people coming but also that

you make a profit. This idea can be expensive but can also make you a lot of money if there is a good turnout.

Fundraiser 4: Camp

“Teach and Be Taught, Fun and Experience.”

We know Deltchev already has a type of summer camp, but we are proposing a new twist on it. We think that in order to make more money for the Booster Club, the students can be the teachers. The upper level students would have the knowledge to teach those of lower levels, and it would give them experience to boot. We think that this fundraiser would be a win-win for everyone.

Deltchev Gymnastics can hold 4 camps per year, two in the summer, one during winter break, and one during spring break. The camps would be a week long and have the upper level students teaching the classes. Deltchev could advertise these camps their young, beginner level gymnasts, as well as at preschools and elementary schools in the area. The cost would be \$60-\$75 per person, depending on what the overall costs would be to use the facility. It would be held from 9:00am-3:00pm Monday to Friday, just like Deltchev’s other summer camps.

This would help raise money for the Booster Club as well as benefit the children gain experience in a fun way. The Deltchev coaches would need to be there for safety reasons, but could rely on the students to do most of the instructing.