

# How to Host LARGE EVENTS

at Small Venues



Pewaukee Yacht Club  
Pewaukee, Wisconsin



Columbia Sailing Club  
Columbia, South Carolina



# Who we are:

## Dex Decker

## Jan Jernigan

❖ Past Commodore  
Pewaukee Yacht Club

❖ Rear Commodore  
Columbia Sailing Club

❖ Recent Noteworthy Regattas:

- Championship of Champions 2012
- E Blue Chip 50<sup>th</sup> 2015



❖ Recent Noteworthy Regattas:

- Championship of Champions 2013
- US Jr. Women's Doublehanded Championship 2015



# Key Pillars to cover

- ❖ Bid Process
- ❖ Logistics
- ❖ Fundraising
- ❖ Best Practices



# Bid Process

## ❖ Pre-Bid

- ❖ Form small committee of like-minded people
- ❖ Get key stakeholders committed before you present to the BOD
- ❖ Research previous events
- ❖ Prepare preliminary budget
- ❖ Visit club that is hosting the current event
- ❖ Present regatta as positive experience to your club



# Bid Process (cont.)



## ❖ Bidding for the event



- ❖ Ask organizing authority for clarification on any requirements that you don't fully understand
- ❖ Tailor event to meet all requirements, but within your comfort level and with your special touches
- ❖ Construct a realistic budget – aim for profitability
- ❖ Submit bid and follow up to shepherd thru



# Logistics

❖ Establish key committees

❖ Sponsorship

❖ Marketing/Merchandise

❖ Organize on the water strategy

❖ Coordinate land logistics

❖ Media/Communication

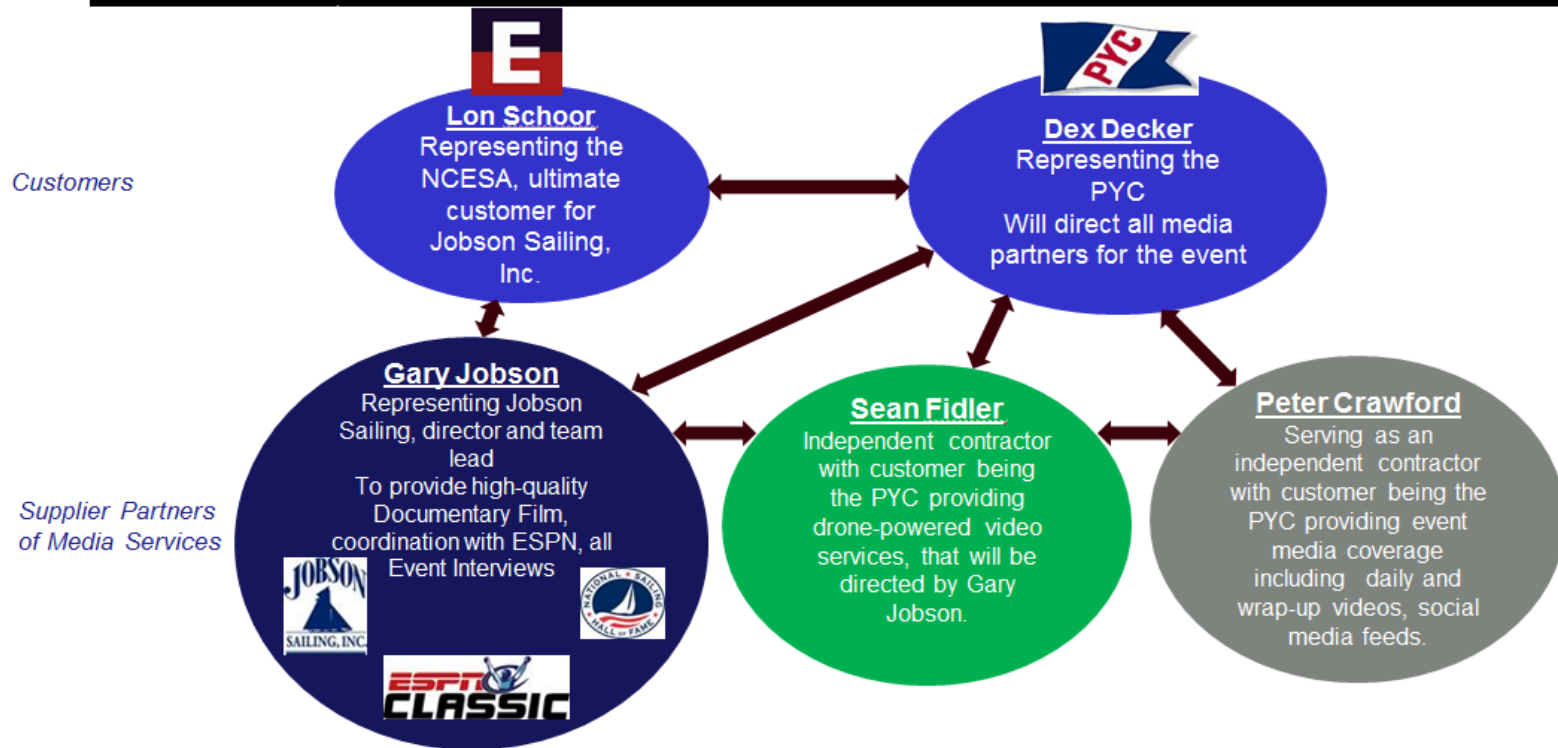


# 50<sup>th</sup> Blue Chip – Media Coverage

## Names and High-Level Responsibilities



The intent of this diagram is to depict the effective working relationships that must exist in order for us all to deliver a standard of excellence and world-class sailing event that our honored guests and



### FAQs

1. Q) Who will direct Sean? A) Gary.
2. Q) Who will conduct ALL event interviews? A) Gary.
3. What else?

Initial draft by Jim Campbell 4/7/15



# Land Logistics...in Action!







# Logistics (cont.)

## ❖ Key committees (cont.)

- ❖ Build volunteers: match skills/talents to tasks
- ❖ Put a strong person in charge of social media
- ❖ Reach out to national & local media to cover event
- ❖ Recruit talented photographers to capture the event (assign one as primary)



# Kodak Moments!





# More Kodak Moments!



# Logistics (cont.)



❖ Don't forget!



❖ Keep communication at a high level



❖ Have a clear DAILY timeline of the event distributed



❖ Your planning and hospitality will be appreciated!!!





# Fundraising



❖ “Show me the \$\$\$\$”

- ❖ People in your club who own businesses or work for large companies
- ❖ Local tourism board
- ❖ Fundraising events before the regatta
- ❖ Local businesses
- ❖ Individual club members who support regattas



# Fundraising

## ❖ In-kind donations:

### ❖ Food

- ❖ Restaurants/Bakeries
- ❖ Grocery stores

### ❖ Swag bag

### ❖ Raffle items



# Fundraising

- ❖ Other contributions:
  - ❖ Use of equipment:
    - ❖ Boats/Sails
    - ❖ Trailers
    - ❖ RV/housing





# Fundraising

## ❖ Entertainment:

### ❖ Music



### ❖ Local attractions



### ❖ Off-site tours

### ❖ Light show, fireworks, etc.

### ❖ Spectator boats





# Best Practices

❖ Critical: must get buy-in from key people!!!

❖ Class boat issues



❖ Housing logistics: do's and don'ts!

❖ “Extra...Extra!”



❖ BoBiscuits for all!

IT'S **BO** TIME!



# Questions?

# Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

*Thank you for attending this session*