

Beethoven 5K

Concept

Hosted by the Parents' Auxiliary Organization which supports the work of the Youth Orchestras of San Antonio, this annual 5K running event includes rendition of Beethoven's Fifth Symphony while the runners circle the course. The piece is approximately 32 minutes in duration – the challenge is to finish the 5K before the piece finishes.

Goals

1. Raise money to support tours and retreats for YOSA students
2. Make valuable connections to as many of YOSA's current and former students and parents as possible. Provide ways for them to get involved through their participation or volunteerism.
3. Increase the visibility of YOSA to the general public through a unique event which can garner high publicity outside of our usual target audience

Logistics

Pre-race registration

- Engage services of www.SignMeUp.com, cost = \$2/person

Course set-up

- Engage services of Roger Solar or other running store to mark out and accurately establish race course

Packet pick-up

- Set up multiple tables staffed by approximately 12 volunteers for contestants to turn in their registration confirmation:
 - running number bib
 - 4 safety pins
 - T-shirt coupon

On-site registration

- Additional table with 4 volunteers to take on-site registration orders (requires credit card processing capabilities)

T-shirt pick-up

- Set up multiple tables staffed by approximately 8 volunteers for contestants to turn in their T-shirt coupon in exchange for a shirt
- Additional YOSA merchandise can be made available for sale

Chip timing station (optional)

- Hire company to facilitate distribution and set-up of chip timing devices which attach to each runner's shoe and provides an accurate race time to each runner

Water Station

- Set-up a water station half way around the course manned by a couple of dozen volunteers

Orchestra stage

- Locate a park with a suitable outdoor stage or 'grassy slope' where an orchestra can be set-up
- Hire sound company to provide amplification of orchestra

PAO Committee

Race Director

Key parent volunteer who coordinates all parent activities associated with Beethoven 5K.

Prizes Coordinator(s)

- Create prize structure
- Establish procedure and coordinate all parents to solicit prizes for top runners, contributors etc

Marketing Coordinator(s)

- Create publicity materials to promote race
- Develop marketing ideas and strategies to maximize publicity of exposure
- Find ways to reconnect to YOSA alumni and other supports

Sponsorship Coordinator(s)

- Set pricing structure for shirt sponsors
- Solicit shirt sponsors

Post-concert Coordinator(s)

Philharmonic Orchestra would be featured for a post-race concert. Various food and vendor booths would provide a festival type atmosphere.

- Coordinate with food vendors (Labatt Foods)
- Assist YOSA staff with production elements

Budget

EXPENSES	
Registration (500 people @ \$2/person)	\$1,000
Shirts (600 x \$12/shirt)	\$7,200
Prizes (6 categories x 3 prizes: 18 x \$25)	\$450
Course set-up	\$1,000
Chip company	\$1,000
Sound equipment	\$3,500
Printing & Graphic Design	\$1,500
Misc	\$1,000
	\$16,650
INCOME	
500 x \$25	\$12,500
Sponsors: \$5,000 x 1 (title sponsor)	\$5,000
Sponsors: \$1,000 x 5	\$5,000
Sponsors: \$500 x 10	\$5,000
Sponsors: \$250 x 20	\$5,000
Sponsors: \$100 x 30	\$3,000
	\$35,500
NET	\$18,850

Other ideas

- Prizes are Beethoven figures or bobble heads
- Engage a local celebrity to be the 'Master of Ceremonies'
- Possible locations. Need to consider ample parking and minimal street closures.
 - Sunken Gardens
 - Gated community (no road closures needed – not public road)
 - Volker Park
 - Botanical Gardens
 - King William district
 - Hemisphere park
 - Pearl brewery