

## SECTION 4

# BUDGETING & MARKETING

### Budgeting and Marketing Introduction

- The section will address the areas of Budgeting, Marketing, Promotion, and the Bid Process. These four areas have separate, independent criteria and processes, but the four are fundamentally interdependent to successfully operate a successful sports tournament.
- For purposes of this manual the four areas will be defined as follows:
  - *Budgeting* – zero based income and expense calculations designed to meet the minimum standards for the event.
  - *Marketing* – solicitation of donations for cash, product, and services to enhance event.
  - *Promotion* – recruitment of participants (teams), officials, student staff, and professional staff necessary to manage the event.
  - *Bid Process* – NCCS established procedure for the application and selection process of host sites for extramural events.

### Budgeting and Financial Administration

- Budgeting is the most important component of these interdependent areas. Without clearly defining the financial requirements a host institution cannot submit an accurate bid proposal. A thorough, established budget is the foundation for a successful event.
- To ensure the financial success of the tournament, it is imperative that the host institution has a solid understanding of the procedures that will be used in the financial administration of the championship.
  - *Average Expenditures*: Speak with the NCCS Committee or NIRSA to determine the average expenditure for regional competition during the previous year. Acknowledging that economic standards vary throughout the country, the average expenditure figures should be used as guidelines for you to use in projecting estimated costs for serving as the host institution for a regional or national championship.
  - *Commercial Involvement*: The NCCS Committee encourages host institutions to solicit financial support for the championships from local vendors, chambers of commerce, local Support Foundations/Authorities, and other interested groups to underwrite expenses for entertainment, meetings, and banquets. NIRSA has hired a Sports Marketing Agent – HyperLife Marketing to sell all the NCCS sport properties. Any local support obtained would need to be approved by NIRSA's Marketing Director.
    - Local community marketing dollars can assist with publications, mailings, and potentially venue fees. They also can assist with hotels and provide greater leverage with businesses in your local community. For example, the economic impact of the NCCS National Soccer Championships with 80 teams was approximately \$1 million to the local Pensacola area.
  - *Financial Report*: The financial report is to be submitted to the NCCS Committee within 60 days after the completion of the championship competition.

- *Proposed Budget*: In order to be considered as a host institution for regional or national competition, prospective host institutions must submit a proposed budget for approval by the NCCS Committee and or the NIRSA National Center. The NCCS Committee policy that an institution it will not incur a deficit in conducting the competition provided it stays within the budget.
- In the event a host institution identifies an area in the approved proposed budget that needs revision prior to the competition, an adjustment is permitted with prior approval from the NIRSA National Center.
- The host institution is responsible for all expenditures over the approved budget.
- In the appendix, you will find sample budgets for 24 and 48 team tournaments. The budgets are zero based and assume no financial impact or contribution from the host site.

## **Expenses**

### *Wages*

- Game Officials
  - The host institution is responsible for paying the game officials
    - At the first meeting, give the game officials the appropriate forms, as needed
    - If possible, arrangements should be made to pay the officials immediately after the tournament. However, if this is not possible, the officials' payment should be sent to officials as soon as possible following the completion of tournament games.
  - The minimum standards are listed below:
    - Basketball
      - 3-person crews and \$10 per game for games worked.
      - Not recommended to increase game fee unless such increase is approved across the board for all regions.
    - Football
      - 4-person crews and \$9 per game for games worked.
      - Not recommended to increase game fee unless such increase is approved across the board for all regions.
- Scorekeepers
  - Basketball and Football
    - One student paid \$7 per game worked.
    - It is recommended that Scorekeepers come from the student population of the host institution. Local staff can provide information to visiting teams, which should enhance their stay and promote socialization between students from different institutions.
    - It is highly recommended that the officials from the host institution serve as tournament scorekeepers.
- Time Keepers
  - *Basketball*
    - One student paid \$7 per game worked. With the running clock format, other staff can perform these duties to reduce wage costs.
  - *Football*
    - No time keeper required.
- Operations
  - *Basketball and Football*

- Four students paid \$7 per hour worked during tournament playing hours plus two hours set-up and two hours strike each day.
- This crew manages set-up/strike, manages equipment needs/repairs, cleans spills, fills water coolers, etc.
- This crew can also assist with hospitality and tournament central/host table duties
- Wages can be reduced by utilizing host institution full-time staff, graduate assistants, or student staff earning internship credit or other academic credit for their tournament experience/service
- Graduate Assistant and/or Full-Time Staff guests can also fill roles to conserve wages, but at the expense of hotel, apparel, and hospitality costs
- Guest staff assigned to the All-Tournament Committee can fill wage positions as their responsibilities often do not begin until the start of elimination play.
- Trainer/EMT Service
  - One Certified Athletic Trainer or EMT on site for all contests.
  - Market value is generally established at \$25/\$35 per hour.

#### *Hotel*

- Adequate housing should be no more than 4 students per room, and 2 full-time staff per room.
- All staff should be housed at the same hotel or bordering hotels.

#### *Meals, Snacks, and Drinks*

- One meal Friday, 3 meals Saturday, and 2 meals Sunday.
- Snacks and drinks for referees and event staff throughout the tournament.
- Save costs by securing a hotel serving complimentary breakfast.

#### *Banquet / Welcome Reception-Participants*

- Though not required it is suggested that the host institution/sponsoring agency arrange for a banquet or welcome reception prior to regional/national tournaments.

#### *Awards*

- The Tournament host shall provide a Paid Entry Fee to NCCS National Championship for the 1<sup>st</sup> place team(s).
- Regional winners who receive and accept an award package (paid entry fee or travel stipend) must attend the NIRSA endorsed National Championship.
- Team prize for sportsmanship in each division.
- Team and individual prize for top two teams in each division:
  - Individual gifts for All-Tournament Team in each division.
  - First place teams should receive a team trophy and individual awards.
  - Second place teams should receive a team trophy and if the event's budget permits, individual awards.
  - Third and fourth place teams may receive finalist plaques/trophies based on the number of entries.
  - Individual awards are recommended for All-Tournament Selections and for the top Officials selected.
    - The Tournament host shall provide an award plaque for the selection of All-Tournament/All-American Officials (All-Tournament Officials should also receive a bid to the National Championship).
  - Other possible awards to be considered are Tournament MVP, and Honorable Mention Officials.

- The host institution realizes that all or some of these awards may be supplied by the event sponsor, however, if this is not the case, the cost of these awards should become a part of the event's budget.

#### *Participant T-Shirts*

- One shirt for each player and coach listed on the approved roster.

#### *Staff Apparel*

- One T-shirt for each working staff member. Enhancements include: multiple shirts, apparel upgrades, jackets, hats, visors, etc.
- Staff Appreciation Gifts.
- One item for each non-wage staff member. Examples include portfolios, glassware, whistles, bags, etc.

#### *Equipment and Supplies*

- Necessary items to conduct the tournament including balls, back-up jerseys, water coolers, banners, office supplies, etc.
- The host site should provide equipment for each field/court (timers, nets, cones, etc.).
- This equipment should be the same or equivalent at each field/court.
- There is an understanding that the host institution provides all equipment owned by that institution at no cost.
- If the event has to rent any equipment, this expense should become a part of the event's budget.

- *Game Balls*

- The Tournament Host shall provide game balls
- Each game field/court should have a minimum of one (1) men's and one (1) women's and/or one (1) co-rec ball for competition play. These should be official tournament balls used only during competition.
- The ball should be an official High School Federation ball. The ball should be stamped and/or labeled as such.

- *Practice Balls*

- The Tournament Host shall provide men's/women's warm-up balls for each competition field/court.
- A minimum of three balls per field/court shall be provided.
- Teams participating in the tournament are allowed to use their own balls during warm-up.

#### *Participant Insurance*

- **Required by the NIRSA for each participant.**
- NCCS and NIRSA regulations require that host institutions and sponsoring agencies of NCCS championships shall have in place primary comprehensive general public liability insurance coverage.
- Self-insurance programs must meet the provisions of this regulation.
- It will be necessary for your institution to provide the NIRSA National Center with the appropriate certificate of insurance or documentation of self-insurance with your proposed budget before you will be considered as a host site.
  - Note: If you must purchase a special events insurance policy, please submit confirmation in writing along with your proposed budget. However, the certificate of insurance form must be submitted to the NIRSA National Center prior to the championship.

## **Marketing**

- The keys to successfully soliciting donations are preparation and timing. Local, regional, and national sponsorships are all feasible for an extramural tournament. Most businesses plan their fiscal year at least one year in advance.
- Securing cash or product donations are necessary to meet the attached zero based budgets, or hosts will be required to absorb financial impact.
- A universal marketing proposal should be developed outlining the guaranteed exposure for donating businesses as follows:
  - Numbers of guaranteed hits on web sites.
  - Numbers of student traffic exposures in rec sports facilities.
  - Print exposure in name and logo on promotional materials, t-shirts, banners, etc. to be displayed at each campus in the region, at all NIRSA conferences, etc.
  - Verbal exposure in form of announcements at all NIRSA events and on campuses.
  - Timeline for exposure – year round!

## **Promotion and Publicity**

- A minimum standard for team registration numbers needs to be established. A minimum of 24 teams should be a realistic goal for each region (15 men's teams and 9 women's teams). A minimum of 32 teams for flag football (15 men's, 9 women's and 8 co-rec teams).
- Programs that historically participate will likely continue to participate, so the goal of promotion should be to reach the programs and schools in each region that have not yet participated.

### *Promotion*

- Direct mail fliers to the previous year's participants.
- Mail promotional materials to schools in your region.
  - NIRSA can provide mailing labels.
- Provide discounts for early registration, multiple team registration, and loyalty discounts for programs that have participated for a minimum number of years.
- Send email announcements to the NIRSA list serve to inform the public about your upcoming tournament.
- Produce a press release for your local news affiliates. Place an announcement on your school's master calendar.
- Provide the NIRSA National Center with materials that can be placed on their website.
- Place your tournament information on your own website.
- Provide links to the other regional sites to be placed on their websites.

### *Publicity*

- Provide a professional photographer for the tournament.
- Provide each team with a team photo after the completion of the tournament.
- Provide each tournament committee member with a group photo after the completion of the tournament.
- Provide each official with a group photo after the completion of the tournament.
- Provide the NCCS Committee and the NIRSA National Center with championship photos.
- Take a variety of action shots (spectators, team meetings, official's huddles, sponsors, game action, special events, host site, special guests, etc). These can be used for promoting future events.



- Provide complete statistics for teams and media after each session of games. Create a final statistics sheet to be mailed to each competing team. If possible, add narrative game highlights and photos to your statistic sheets. The human interest element creates more buzz around the tournament.

#### *Media*

- Contact the local newspaper, radio, and television outlets to receive Public Service Announcements.
- Distribute all daily results to the media via fax and designate a Media Relations Director to be responsible for this and any other items of interest.

#### **Bid Process**

- The following are suggestions:
  - The NIRSA website needs to constantly display the static components relative to the bid process. These include:
    - Selection Criteria
    - Timeline and Deadlines
    - Summary of Expectations
    - History of program and previous host sites
    - Contact info for selection committee and previous hosts
    - Start process 2 years in advance

# Budget Sample for 24 & 48 Basketball Teams

## Regional Basketball Budget Sample - 24 Teams

### INCOME

		Total	Entry fee	
Team Entry Fees	Mens	15	\$250.00	\$3,750.00
	Womens	9	\$250.00	\$2,250.00
	Host discount	2	-\$125.00	-\$250.00
NCCS NIRSA Sponsorship				\$2,000.00
NIRSA Insurance		240	-\$2.00	-\$480.00
<b>Total Income</b>				<b>\$7,270.00</b>

### EXPENSES

<b>Wages</b>					
	# Games	# Staff	Rate	Total	
Referees	38	3	\$ 10.00	\$ 1,140.00	\$2,372.00
Scorekeepers	38	1	\$ 7.00	\$ 266.00	
Time Keepers	38	1	\$ 7.00	\$ 266.00	
Operations	100	1	\$ 7.00	\$ 700.00	
Note: Operations includes student staff assisting with event - 4 each hour of games plus set up/strike					

### TRAINERS

	Hours	Staff	Rate	Total	\$450.00
Friday	4	1	\$ 25.00	\$ 100.00	
Saturday	10	1	\$ 25.00	\$ 250.00	
Sunday	4	1	\$ 25.00	\$ 100.00	

### Hotel

<b>(out of town guests)</b>						\$1,500.00
	# Staff	# Rooms	# Nights	Rate	Total	
Referees	20	5	2	\$ 75.00	\$ 750.00	
Clinicians	6	3	2	\$ 75.00	\$ 450.00	
All Tournament	2	1	2	\$ 75.00	\$ 150.00	
Operations	2	1	2	\$ 75.00	\$ 150.00	



<b>Meals/Hospitality</b>					
	#	Rate	Total		\$1,750.00
Friday Dinner	50	\$ 7.00	\$ 350.00	Referees - 22	
Sat Breakfast	50	\$ 3.00	\$ 150.00	Clinicians - 8	
Sat Lunch	50	\$ 5.00	\$ 250.00	All Tourn - 4	
Sat Dinner	50	\$ 7.00	\$ 350.00	Ops guests - 2	
Sun Breakfast	50	\$ 3.00	\$ 150.00	SKs - 4	
Sun Lunch	50	\$ 5.00	\$ 250.00	Timers - 4	
Water	50	\$ 2.00	\$ 100.00	Ops students - 6	
Snacks	50	\$ 3.00	\$ 150.00	Total - 50	

<b>APPAREL/GIFTS</b>					
	#	\$	Total		\$1,190.00
Player T-shirts	250	3	\$ 750.00		
FT staff Shirts	20	10	\$ 200.00		
Staff T-shirts	60	3	\$ 180.00		
Staff Gifts	20	3	\$ 60.00		

<b>AWARDS</b>					
	#	\$	Total		\$3,090.00
Team Trophies	6	50	300		
Individual	40	5	200		
All Tournament	12	5	60		
Entry Fees Nat	2	300	600		
Travel Stipend	2	750	1500		
Referee Award	3	10	30		
Referee Travel	2	200	400		

<b>ADMINISTRATIVE</b>					
Postage - Mailout #1				\$100.00	\$100.00
Office Supplies					\$100.00
Balls/Nets/Jerseys					\$500.00
Mailing Envelopes				\$15.00	\$15.00
Printing and Duplicating				\$15.00	\$15.00
Total					\$730.00

<b>Total Expenses</b>					\$11,082.00
Expense sub-total					\$11,082.00
Administration fee	\$11,082.00		0		\$0.00

Grand Total Expenses **\$11,082.00**

<b>Tournament Budget</b>	<b>INCOME</b>	<b>\$7,270.00</b>
	<b>EXPENSE</b>	<b>\$11,082.00</b>
	<b>REVENUE</b>	<b>-\$3,812.00</b>

**Host Site Recreational Sports Contribution** **\$3,812.00**

Wages, office supplies, equipment absorbed by dept. OR donations

**\$0.00**



## Regional Basketball Budget Sample - 48 Teams

### INCOME

		Total	Entry fee	
Team Entry Fees	Mens	33	\$250.00	\$8,250.00
	Womens	15	\$250.00	\$3,750.00
	Host discount	4	-\$125.00	-\$500.00
NCCS NIRSA Sponsorship				\$2,000.00
NIRSA Insurance		480	-\$2.00	-\$960.00
<b>Total Income</b>				<b>\$12,540.00</b>

### EXPENSES

<b>Wages</b>					
	# Games	# Staff	Rate	Total	
Referees	78	3	\$ 10.00	\$ 2,340.00	\$4,482.00
Scorekeepers	78	1	\$ 7.00	\$ 546.00	
Time Keepers	78	1	\$ 7.00	\$ 546.00	
Operations	150	1	\$ 7.00	\$ 1,050.00	
Note: Operations includes student staff assisting with event - 4 each hour of games plus set up/strike					

### TRAINERS

	Hours	Staff	Rate	Total	\$600.00
Friday	4	1	\$ 25.00	\$ 100.00	
Saturday	14	1	\$ 25.00	\$ 350.00	
Sunday	6	1	\$ 25.00	\$ 150.00	

### Hotel

<b>(out of town guests)</b>						\$2,400.00
	# Staff	# Rooms	# Nights	Rate	Total	
Referees	28	7	2	\$ 75.00	\$ 1,050.00	
Clinicians	10	5	2	\$ 75.00	\$ 750.00	
All Tournament	5	2	2	\$ 75.00	\$ 300.00	
Operations	5	2	2	\$ 75.00	\$ 300.00	

### Meals/Hospitality

	#	Rate	Total		\$2,450.00
Friday Dinner	70	\$ 7.00	\$ 490.00		
Sat Breakfast	70	\$ 3.00	\$ 210.00		
Sat Lunch	70	\$ 5.00	\$ 350.00		
Sat Dinner	70	\$ 7.00	\$ 490.00		
Sun Breakfast	70	\$ 3.00	\$ 210.00		
Sun Lunch	70	\$ 5.00	\$ 350.00		
Water	70	\$ 2.00	\$ 140.00		
Snacks	70	\$ 3.00	\$ 210.00		
				Referees - 30	
				Clinicians - 12	
				All Tourn - 6	
				Ops guests - 6	
				SKs - 4	
				Timers - 4	
				Ops students - 8	
				<b>Total - 70</b>	



<b>APPAREL/GIFTS</b>				
	#	\$	Total	
Player T-shirts	500	\$ 3.00	\$ 1,500.00	<b>\$2,115.00</b>
FT staff Shirts	30	\$ 10.00	\$ 300.00	
Staff T-shirts	75	\$ 3.00	\$ 225.00	
Staff Gifts	30	\$ 3.00	\$ 90.00	

<b>AWARDS</b>				
	#	\$	Total	
Team Trophies	6	50	300	<b>\$3,090.00</b>
Individual	40	5	200	
All Tournament	12	5	60	
Entry Fees Nat	2	300	600	
Travel Stipend	2	750	1500	
Referee Award	3	10	30	
Referee Travel	2	200	400	

<b>ADMINISTRATIVE</b>			
Postage - Mailout #1		\$100.00	\$100.00
Office Supplies			\$100.00
Balls/Nets/Jerseys			\$500.00
Mailing Envelopes		\$15.00	\$15.00
Printing and Duplicating		\$15.00	\$15.00
Total			<b>\$730.00</b>

**Total Expenses** **\$15,867.00**

<b>Tournament Budget</b>	<b>INCOME</b>	<b>\$12,540.00</b>
	<b>EXPENSE</b>	<b>\$15,867.00</b>
	<b>REVENUE</b>	<b>-\$3,327.00</b>

**Host Site Recreational Sports Contribution** **\$3,327.00**

Wages, office supplies, equipment absorbed by dept. OR donations **\$0.00**



## POWERade Sponsorship Criteria

As part of the POWERade sponsorship of the 2008-09 NCCS Regional and National Championships, host schools will be asked to do the following:

- A. **Storage of POWERade Samples, Premium Items and Equipment** – receive and store items for use during the Championships.
- B. **POWERade Sample Distribution** – Coordinated by CBS College Sports Network Campus Reps with intramural staff to conduct sampling (with tent, tables, tablecloths, and full bottle or powder samples) during Championship games.
- C. **POWERade Premium Items** – Use and distribute the Program Sponsor’s promotional premium items (t-shirts, staff apparel, and towels) according to the guidelines in the sponsorship manual which will be provided by NSC. Use best efforts not to distribute or allow any other individual or entity to distribute Premiums at the field locations during the Championship.
- D. **POWERade Equipment Usage** -- Use the provided equipment during the Championship.
- E. **POWERade Banner Usage**– Hang the banners provided by NSC in highly visible locations during the Championship and in the campus recreational facilities. Use best efforts not to place or allow any other individual or entity to place any other audible or visible advertising or signage at the field locations.
- F. CBS College Sports Network **Participating School Logo Usage** – Allow CBS College Sports Network to utilize school colors, logo, and name in the development of the School’s page on the CSTV website.
- G. CBS College Sports Network **Video Rights** – Allow CBS College Sports Network access to fields to video games and practices for use in the production of a video series.
- H. Host School will be solely responsible for any and all costs associated with building union fees, site fees, origination fees, power, lighting and parking fees or other similar charges for its use of the venues in connection with the Events
- I. CBS College Sports Network **Access to Game Stats and Standings** – Allow CBS College Sports Network Campus Reps to collect and post game stats and standings to the CBS College Sports Network website.

Up to two presenting sponsors may be identified at a future date for the 2008-09 NCCS Regional and National Championships. Host schools will be asked to consider, in good faith, allowing these sponsors to fully implement their sponsorship as well.

