

# Revealing a Hidden Epidemic: Suicide Among Middle-aged Men

Event Plan for the  
“3 on 3 Saves 7.5” Ball Hockey Tournament



Prepared by  
Colleen MacDonald  
1/15/2018

# Event Plan for the “3 on 3 Saves 7.5” Ball Hockey Tournament

## Objectives:

Attract 32 3 on 3 ball hockey teams to participate in the tournament and after party, and generate enough money from sponsorship and entry fees to break even on the cost of running the event.

The Objective of the event is to create awareness of a largely unacknowledged crisis, and deliver the key messages to the London community through VIP speakers at the “3 on 3 for the 7.5” ball hockey tournament.

Objectives will be related to the following three goals:

- Raise the profile of men’s mental health and the barriers unique to men
- Generate revenue through sponsorships and entry fees to cover the cost of the special events
- Reduce suicide among men by directing more men toward community support

These objectives can be measured by working with different mental health resources in London to see whether or not they report an increase of men using their services. The success of the event can be measured by increased engagement with events CAFE holds in the future and seeing a rise in their membership.

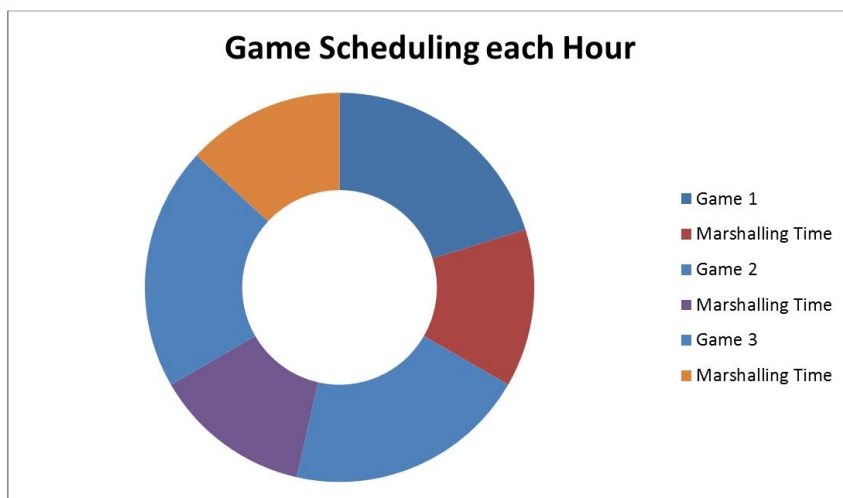
## How the Event is a Good Fit with the Community:

- This ball hockey tournament will get groups of friends, family, and colleagues together in a relaxed and fun environment. The tournament will bring people together for an important cause without leaving participants feeling like they’re receiving a lecture. Because isolation and loneliness are significant factors in suicide, this event will be built on inclusion, comradery and community support.
- London is an enthusiastic sports community with a reputation for high participation in athletic events and strong support for local sports teams. This event will benefit from a partnership with sports celebrities who have a connection to both the London community and the cause.

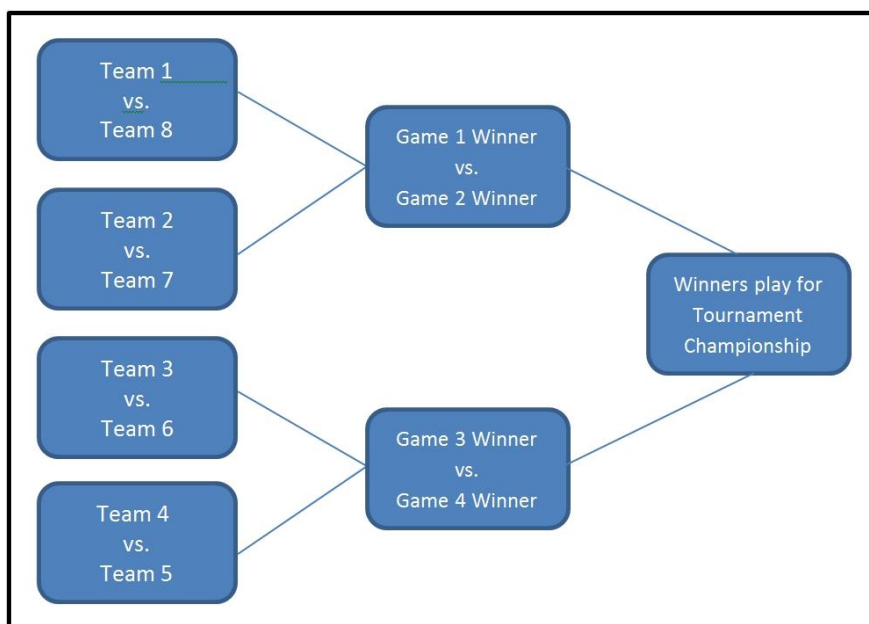
## How the Tournament Works:

- All members of a team who participate in the tournament get a ticket to the party included in their registration fee. In addition, participants are entered in a draw. 6 teams will win a “ringer” teammate - either Tie or Max Domi who will play one game with the winning team.
- Tournament runs from 10 a.m. to 5:00 p.m. on four different rinks: 2 on Market Square and 2 on Talbot Street in front of Budweiser Gardens
- A maximum of 32 teams can enter, each with a maximum of 7 members. 3 players plus a goalie are on the rink at any one time. They agree to abide by the rules of the Canadian Ball Hockey Association as specified in the registration form
- Every team will play a minimum of 4 12-minute games

- Each rink can host 3 games per hour. That allows for 36 minutes of playing time, plus 8 minutes between games to shuffle teams in and out. Volunteers marshal teams from a gathering area to their designated rink. The event time is 7 hours, but the games will be scheduled over 6 hours, allowing for a 1-hour contingency in the event the games are running behind schedule.



- 3 games/hr x 6hrs x 4 rinks = 72 games
- 72 games x 2 teams each game = 144 slots for play
- 32 teams playing 4 games = 128 slots for play, leaving 16 slots or 8 games left. Only 7 games are required for the playoff series



- The top 8 teams are determined by a total score. A team's score is calculated by adding their goals to their win or loss score: win = 5 points, loss = 0 points.
- Besides bragging rights, the tournament champions and runners-up are recognized with prizes awarded by the Domi father and son at the kickoff to the after-party.

## Pre-Event Logistics

1. Confirm Viability of Event (9-12 months in advance)
2. Build Leadership Organization for Event (6 months in advance)
3. Confirm Infrastructure for the Event (3 months in advance)
4. Actively Market and Promote Event (2 months in advance)

| Task  | Time Frame   |
|---|--|
| The event requires a flagship corporate sponsor to provide the bulk of the funding to get the event off the ground  | 9-12 Months in advance, to ensure the event is funded  |
| Secure corporate sponsorship or donation of prizes from every London companies who could play role. Companies first approached will be those who have a large male customer base who may be most sympathetic to the cause<br>Princess Auto, Harley Davidson, Napa Auto Parts, Lee Valley Tools, North Pole Door and Trim, Household Plumbing<br>Image Werx T-shirts, A&B Party Rentals, Budweiser Gardens, the City of London, law firms Source for Sports, Herm's Sports<br>Media Sponsors such as Bell Media (CTV), Blackburn News, Post Media, Rogers Media, Corus Entertainment<br>Major corporate sponsor such as a bank or technology company | Confirm major corporate sponsor 9-12 months in advance<br><br>All other sponsors 6 months in advance, complete sponsor list three months in advance to ensure maximum recognition of sponsor |
| Book Budweiser Gardens and ensure event is placed on its online calendar  | 9 months to ensure venue is available  |
| Secure permits from the city of London to shut down Talbot Street and use the Covent Garden Market Square as a venue for the 3-on-3 ball hockey tournament  | Initial contact made 9 months in advance, further confirmation needed  |
| Add the event information, a sign-up form and ticket purchasing function to the CAFE website and Canadian Ball Hockey Website   | As soon as all of logistics under "Confirm Viability of Event" are confirmed   |
|   |  |

| Task   | Time Frame  |
|--|---|
| Assign three volunteers to head up corporate sponsorship. Their role is to approach local businesses, restaurants, the city and venues to solicit their sponsorship with either in-kind donations or monetary donations.   | 6 months in advance   |
| Consult a lawyer to prepare the contract that secures Tie and Max Domi's participation and clearly lays out their obligations and those of the organizers  | 6 months in advance   |
| Covent Garden Market offers a wide selection of vendors between the hours of 11am -5pm. After 5pm individual vendors could set up booths who offer 'gameday' types of food including hot dogs and other easy to hold foods. Vendors are responsible for providing plastic utensils, napkins and cups. Must notify The City of London to ensure correct vendor permits. | Coordinate with the Covent Garden Management team 6 months in advance to coordinate the provisions of food and beverage   |
| Solicit the participation of local food vendors who can set up booths in the vicinity of Budweiser Gardens during the tournament. Coordinate with one of the food vendors to supply lights meals and refreshments for the volunteers throughout the day.   | 6 months in advance   |
| Coordinate with the health department and the vendors to determine when they will arrive for inspections of the food booths  | To be coordinated with Manager of Covent Garden Market  |
| Prepare a .jpg file with the "3 on 3 Saves 7.5" logo suitable for printing on T-shirts. Determine the number and sizes required for all the volunteers and organizers. Volunteers who referee and keep score have vertical referee stripes on their T-shirts in addition to the logo   | .jpg 6 months in advance  |
| Acquire the donated prizes to be given out at the after-party  | Prizes will be looked after by volunteer - start 6 months and accept donation up until the event                          |
| Designate a CAFE member to organize volunteers, assign tasks, oversee their progress and resolve problems  | Create committee 6 months in advance to develop committee structure and estimated number of volunteers for each committee |

| Task  | Time Frame   |
|---|--|
| Create an application form for participants, complete with a waiver of liability that must be signed by all participants. Include the “Rule and Regulations” from the Canadian Ball Hockey Association into the application form and require all participants to acknowledge that they will abide by the rules                  | 6 months in advance  |
| Appoint a point-person to stay in regular contact with the Domi family, ensure they have what they need to participate, keep them on schedule, request their speeches 2 weeks before the event and provide feedback   | 6 months in advance, to ensure comfortable and friendly contact  |
| Arrange the travel and hotel accommodations for Tie and Max Domi  | 6 months   |
| Assign one person to be the point-person with the local media. That person’s job is to build relationships with members of CTV London, local radio stations and the London Free Press, with friendly and gently persistent contact.   | 6 months   |
| Prepare various media advisories to let all the media outlets know of the various photo opportunities and the main events   | start 6 months in advance, different advisories will include volunteer sign up, sponsors needed, donation solicitation |
| Set up a green room in Budweiser Gardens as “command central” headquarters for all the organizers to convene. This is where Tie and Max relax and stay out of public view when they need a break. All the physical resources such as trophies and prizes are stored there until they’re needed for the presentation on the rink | 6 months in advance  |
| Ensure enough volunteers and in place to remove and clean up Talbot Street and Market Square at the end of the Tournament   | 6 months in advance, to be overseen by volunteer committee   |
| Coordinate with the City to ensure access to necessary electrical power to run the monitor in the CAFE tent headquarters and to run food vendor booths  | Initial contact with the City 6 months in advance<br>Reconnect 2 weeks in advance to ensure access                     |

|   |   |
|---|---|
| Rent a tent from A&B Tent Rentals to be the CAFE headquarters on Talbot Street, where CAFE volunteers will engage with attendees and participants to provide more information on the male suicide crisis, and more importantly, engage members of the public in a friendly way to build relationships and positive feeling about the organization and the issues that inspire their passion. In addition, the tent houses a large computer monitor displaying the schedule of games, so participants can see when they're up next | 3 months in advance for contracts, delivery 1-2 days before hand                    |
| Create a promotional poster for the 3-on-3 Saves 7.5 tournament that includes the signature "7.5" logo that appeared on the billboards  | 3 months in advance   |
| Work with a sports company to provide 10-gallon water coolers for players/participants.   | 3 months in advance   |
| Secure musical entertainment for After Party - marvelous music Event DJ provides services for Charity events at no cost.  | 3 months in advance   |
| Rent the city's garbage and recycling kiosks to be placed on Talbot Street and arrange for their removal  | 3 months in advance   |
| Secure liability insurance for the tournament   | 3 months in advance   |
| Create Facebook Event promoting the event from CAFE's Facebook page. Post will include brief description of the purpose of the event and include a link to the CAFE website for further details.  | 3 months in advance   |
| Have volunteers or CAFE members post flyers in community/recreation centres months before the event. Contact sporting goods stores such as Herm's Sport Exchange, to place posters within the store to promote the tournament   | Initial contact 3 months in advance, but needs further confirmation with rec centre |
| Rent the walls that form the perimeter of the 4 rinks and the 8 nets  | 3 months in advance for contracts, delivery 1-2 days before hand                    |
| Rent porta-potties to be placed on Talbot Street to accommodate participants in the 3-on-3 tournament   | 3 months in advance, delivery 1-2 days before hand                                  |
| Design and print pamphlets with information on the male suicide crisis for volunteers to give to participants and spectators at the events  | Design to be completed 3 months in advance<br>Print material one week in advance    |
| Design and print signage to be displayed at Talbot and King Street identifying the event  | 1-2 months before   |

## Budget

### Expenses:

|  |          |
|--|----------|
| Salary for a full-time Communication/Event Planning Professional to oversee the entire undertaking on a 4-month contract | \$18,000 |
| Rentals of arena, tents, garbage & recycling kiosks and port-a-potties   | \$10,000 |
| Rental and delivery of 3 on 3 Tournament Supplies - perimeter "boards" and nets \$3000                                   | \$3000   |
| Permits and application fees for the event   | \$400    |
| Liability Insurance  | \$4000   |
| Printing of T-shirts, Literature & Signage   | \$1800   |
| Legal  | \$1500   |
| Catering   | \$2500   |
| Prizes   | \$1500   |
| Security   | \$1200   |
| Musical Entertainment  | \$1200   |
| Celebrity appearance fees, hotel, transportation and meals   | \$5700   |
| <b>TOTAL</b>   | \$60,000 |
| <b>20% Contingency</b>   | \$12,000 |
| <b>GRAND TOTAL</b>   | \$72,000 |

### Revenue:

|   |          |
|---|----------|
| Team Registration Fees @ \$200/team x 32 teams          | \$6400   |
| Ticket Sales for the After Party @ \$30 x 500 attendees | \$15,000 |
| Value of In-Kind Donations                              | \$15,600 |
| Sponsorship from Major Corporate Sponsor                | \$50,000 |
| <b>TOTAL</b>  | \$87,000 |



## Day of Event: Execution

| RUN SHEET – 3 on 3 Saves 7.5 Ball Hockey Tournament, Sunday, September 9, 2018 |   |   |
|--|---|---|
| Time   | Activity  | Responsible   |
| 6:00 am  | Volunteers arrive   | Colleen MacDonald                                   |
| 6:15 am  | Set up begins. Rinks and signage are assembled                        | Kathleen Keating, Colleen MacDonald, Lisa Alexander |
| 7:00 am  | Caterers and food vendors arrive                                      | Lisa Alexander                                      |
| 7:30 am  | A&B Tent arrives to set up CAFÉ HQ tent<br>Volunteer stock the tent   | Colleen MacDonald, Lisa Alexander                   |
| 8:00 am  | Domi family arrival   | Ben VonHoltzendorf                                  |
| 9:00 am  | First tournament participants arrive at the marshalling area          | Jason James   |
| 9:30 am  | Opening Remarks from tournament Host and CAFE Members                 | Brent Lale  |
| 10:00am  | First ball hockey game begins   | Kathleen Keating, Jason James                       |
| 11:00am  | The Domis participate in the first of five games as celebrity ringers | Ben VonHoltzendorf, Jason James                     |
| 3:00 pm  | Set up begins in Budweiser Gardens                                    | Kathleen Keating, Erin Mahmoud                      |
| 6:00 pm  | After Party begins with awarding of championship prizes               | Kathleen Keating, Erin Mahmoud                      |

## Day of Event: Responsibilities

| CONTACTS           |  |  |              |                       |
|--------------------|--|--|--------------|-----------------------|
| NAME               | TITLE  | RESPONSIBILITY   | CELL PHONE   | PAGER/WALKIE TALKIE # |
| Kathleen Keating   | Event Manager and Communication Co-ordinator | Oversees all aspects of the event  | 519-694-2479 | #45678<br>WT #1       |
| Colleen MacDonald  | Volunteer Co-ordinator                       | Coordinates all volunteer activities   | 519-521-0510 | #45680<br>WT #3       |
| Ben VonHoltzendorf | Spokesperson Liaison                         | Communicates with the Domi family to oversee their itinerary                           | 519-870-1117 | #45681<br>WT #4       |
| Erin Mahmoud       | Sponsorship Liaison                          | Communicates with all sponsors and oversees handling of donated resources              | 226-694-2131 | #45682<br>WT #5       |
| Jason James        | Participant Coordinator                      | Oversee the arrival and organization of tournament participants                        | 226-870-1295 | #45684<br>WT #7       |
| Brent Lale         | Host and MC of Ball Hockey Tournament        | Welcomes participants<br>Makes announcements as event progresses                       | 519-670-9682 | #45683<br>WT #6       |
| Lisa Alexander     | Supplier Liaison                             | Coordinates operations related to tournament supplies, and other vendors and suppliers | 226-688-8743 | #45679<br>WT #2       |
| Corey Margolis     | Facilities Manager, Budweiser Gardens        | Facilitates access to building and resources at Budweiser Gardens                      | 226-818-4690 |                       |
| Jim Smith          | Owner, Smith Catering                        | Delivery of catered food and refreshments  | 519-623-7578 |                       |
| Joseph Bloskowski  | City of London Special Events Manager        | Facilitates compliance with city bylaws and assists with resources                     | 519-661-5576 |                       |

## Measurement

### What does success look like?

- Guest satisfaction - solicit participant feedback for the event
  - Would guests attend the event again?
  - Are they interested in attending a CAFE event or want to find out more about men's mental health?
- Media Coverage - Was the event covered by local news stations?
- Surveys - ask for guest feedback
- Monitoring Tools - monitor social media activity on Twitter
  - Pinpointing tweets that used the hashtag "3on3Saves7.5"