

CP Athletics Mother's Day Yoga & Brunch

Sunday, May 13th 2018

Cal Poly Athletics

Jennifer Chow

Grace Fischer, Leah Jaicks,

Ian Parsons, & Marissa Zamudio

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RPTA 210 Project Proposal

1. Grace Fischer, Leah Jaicks, Ian Parsons, and Marissa Zamudio
2. CP Athletics, 1 Grand Ave., San Luis Obispo, CA 93410
 - a. CP Athletics works with its sport teams to organize events that support its athletes.
3. Jennifer Chow, Cell:(805)-503-8880, jchow14@calpoly.edu
4. Fridays, 9:10-11:00 AM in the Mott Gym, Room 201 and conference room
5. Mother's Day Yoga and Brunch, held prior to the baseball game. The event will be aimed at providing mothers in the community with a relaxing recreation experience while honoring them and making them feel appreciated on the holiday. This will take place before Cal Poly's baseball team plays in order to bring in more support for the team. The event will take place Sunday, May 13, 2018 from 11:30 AM to 1:00 PM on the Cal Poly softball field, next to the baseball field. The target population includes any mothers in the community of approximately 100 attendees.
6. Group members are deciding on the overall goal and direction of the event. Additional, responsibilities will include, but are not limited to, planning timeline of the event, seeking volunteers for staging the event, budget and size goal, seeking a yoga instructor for the event, and seeking additional sponsorships from local businesses for gift bags and free treats afterwards.
7. The role of CP Athletics in developing and implementing the program will be focused on maintaining the overall mission and goals of the CP Athletic department. Location, advertising outlets, and catering resources will be provided by the agency. The reporting relationship with the agency will include the weekly in-person meetings, and continual communication via email and phone.
8. Signature of Agency:

A handwritten signature in cursive script that reads "Jennifer Chow". The signature is written in dark ink and is positioned below the "Signature of Agency:" text.

Experience Plan Outline:

1. Program Title: Yoga & Baseball - Mother's Day Pregame Event

- a. This event will consist of a Mother's Day Yoga session, followed by a Post Workout Continental Breakfast.
- b. Location: Registration will be held on walkway, and Yoga will be take place on the Cal Poly Softball Field, adjacent to baseball stadium.
- c. Date & Time: The event will take place Sunday, May 13, 11:45 AM - 12:30 PM
Check-in / Registration, Yoga Session, Thank you, announcements, Grab and go breakfast and refreshments, send-off to baseball game

2. General Mission Programming Philosophy of the Agency

"Intercollegiate athletics shall be an integral part of the educational program of the university and, as such, shall be guided by the same purposes and general objectives set forth for curricular and co-curricular programs of the University. Cal Poly is committed to providing a broad based, high quality, competitive, NCAA Division I athletic program that affords student-athletes opportunities to take advantage of Cal Poly's unique "learn by doing" philosophy. The program will demonstrate the positive values of physical activity, learned skills, teamwork, dedications to excellence, and sportsmanship acquired by active participants. The intercollegiate athletics department will take reasonable steps to ensure that the educational objectives and academic progress of student athletes shall be supported. Wherever possible, the athletic department will seek to provide opportunities to involve students in meaningful learning experiences related to their academic disciplines.

Intercollegiate athletics, in all dimensions, must be consistent with the educational and ethical goals of the university, and must strive to promote the moral and ethical values reflected in all university programs. The department shall provide a program which promotes the positive values of physical activity, learned skills, dedication to excellence, and sportsmanship acquired through participation. Cal Poly will operate its athletic program with integrity and in full compliance with institutional, conference and NCAA guidelines. Student-athletes, coaches and staff are expected to compete with honesty, sportsmanship, and fair play at all times within the guidelines of amateur athletics.

Intercollegiate athletics shall take all reasonable steps to safeguard the physical welfare of student-athletes. Whenever possible, competition should be sought with institutions whose athletic programs are generally comparable to those of the university in terms of competitive resources (i.e. scholarships, coaching staff, etc.) in the particular sport being contested.

The department of athletics shall provide equitable opportunities for all students and staff, including women and minorities.

The athletic program will provide a form of educational activity which is traditionally accepted as a part of collegiate life, and which provides a common rallying point for a diversified student body, faculty, staff, and alumni. The program will strive to generate interest in the university within the local community, the state, and the nation.

Student athletes shall be made aware of the important responsibilities they accept when they become members of Cal Poly's athletic teams. These responsibilities include performing at an optimum level both academically and athletically, giving their best efforts toward the success of their team, and conducting themselves in a manner which will reflect well on themselves, their team, and Cal Poly. The student-athlete will recognize that these responsibilities may require sacrifices which may not be necessary were they not student-athletes."

3. Target Population:

- A. Target Audience: This program is open to all mothers in the San Luis Obispo area. Especially targeting those mothers affiliated with or passionate about Cal Poly in any way who may return to attend future CP Athletics events.
- B. Special Consideration: Because walk-ups are welcome, the event may need to consider featuring a speaker system for the yoga session leader if estimated audience exceeds 50 participants. Additionally, mothers with any disabilities or health issues may need assistance. Because there most likely will be mothers who have either never done yoga before or mothers who may be older, the instructor will be teaching "beginner's yoga". Everyone will be allowed to move at their own pace which will foster a relaxing environment.
- C. The program will offer participants emotional benefits and well being. By centering the event around its Mother's Day theme, participants will feel as though they are appreciated for their hard work as mothers, and gain physical and emotional benefits of relaxation and physical challenge that flows with their physical capacity. Potential participants should be interested in achieving these benefits, while additionally being rewarded with an included Continental Breakfast and the possibility of winning prizes from the raffle, which they will be entered into with ticket purchase.

4. Program Goals

- A. Three Program Design Goals:
 - i. To provide a fun and relaxing event for mothers to enjoy on their Mother's Day.

- ii. To provide a meaningful and useful experience as a pregame for mothers before the baseball game.
- iii. To celebrate and acknowledge the moms in the SLO community on Mother's Day, and also support the Cal Poly baseball team.
- iv. To increase attendance at the baseball game.

B. Two Participant Performance Outcomes:

- i. By the end of the yoga session, mothers will each have learned one new pose and be able to demonstrate it.
- ii. By the end of the event, mothers will have met and connected with at least three other mothers who are part of Cal Poly and/or SLO. This will help foster a sense of community around the event.

C. Primary Planning Objectives:

To implement and develop a successful program, we will: secure a yoga instructor; secure sponsors; get price quotes (and purchase) food, beverages, flowers, and decorations; acquire coupons/items for gift baskets; and promote and advertise the event within the community, while also promoting the baseball game.

5. Program Description:

A. Program Description:

This event would be considered a Health & Fitness Programming event and is structured as a relaxing yoga session among mothers. The overall event will offer the following activities:

1. Check-In: Upon entering the facility where the Cal Poly softball field is, participants will receive two raffle tickets in which they can put into a cup next to the two raffle prizes of their choice
2. Yoga: A certified instructor will lead a "beginner's yoga" session on the softball field grass for 45 minutes.
3. Brunch: After the yoga session, mothers will be able to enjoy complimentary food and breakfast before going to the baseball game
4. Prize Announcements: At the conclusion of the brunch, raffle tickets will be drawn for the various prizes which will then be given to the mothers who participated.

B. Schedule of day's activities:

Time	Activity	Who	Location
10-11:30 AM	Set-up begins	Everyone	Cal Poly baseball & softball fields
11:30 AM	Gates open	Everyone	Gates of baseball stadium

11:30-11:45 AM	Check-in	Everyone	Between baseball & softball fields
11:45-12:30 PM	Yoga session	Grace & Leah	Softball field
11:45-12:30 PM	Accept walk-ups	Marissa & Ian	Check-In Table
12:30-1PM	Brunch & gift announcements	Everyone	Softball field

C. Animation plan:

T1: Patrons are welcomed in and directed towards the check-in table

F1: a. Patrons are greeted by programmers and are told the where each part of the event will take place.

b. Softball field, check-in table

c. Patrons will bring a yoga mat

d. N/A

e. Friends will arrive together to participate

f. Patrons are directed from gate entrance to check-in table

T2: Patrons are told about the various raffle prizes

F1: a. Programmers explain raffle prizes and goodie bags to the patrons

b. Check-in table

c. raffle tickets, goodie bags, raffle prizes, cups for tickets

d. Patrons get two tickets to enter into raffle prizes, and told that goodie bags will be handed out at end of program

e. N/A

f. Patrons are showed what is in the goodie bags, and show the prizes, and they enter their tickets into raffle cups

T3: Patrons participate in the 45 minute yoga session

F3: a. Programmers walk the patrons to the yoga session where they meet the yoga instructor

b. Softball field

c. Yoga mat or towel

d. N/A

e. Yoga instructor directs patrons through a guided yoga practice

f. Programmers walk the patrons to the yoga session, and they all participate in the 45 minute session with the yoga instructor

T4: Brunch and Raffle prize giveaway

F4: a. Programmers show the participants to the brunch area, and engage with them

b. Upper level of the softball stadium

- c. Table for the patrons to enjoy their brunch on, and the raffle prizes
- d. Can only take the prize if their raffle number was chosen
- e. Programmers interact with patrons to see how the yoga was, and asked questions about the future of the event
- f. Patrons go through the food and beverage table, then proceed to the high-top tables to enjoy their food, next programmers pick the raffle winners and patrons receive their gifts

T5: Programmers thank patrons for coming and give them each a goodie bag

- F5: a. Programmers thank and say goodbye to each patron, while handing them a goodie bag filled with various gifts and a flower
- b. Check-in table
 - c. Goodie bag
 - d. Each participant can only have one goodie bag
 - e. Final contact between programmers and patrons, friends who arrived together, also left together
 - f. Patrons make their way back to the check-in table where programmers thank them for coming, and hand them a goodie bag. Programmers say final goodbye, and direct patrons to the baseball game

6. Management Plans: Staffing Requirements and Assignments

A. Management Plans:

- a. Our group, in association with Cal Poly Athletics, hosted a Mother's day brunch/yoga. General management of the event came from our RPTA 210 group, but our RPTA group reports to Jennifer Chow from Cal Poly Athletics. That being said, we were responsible for shouldering much of the work in hosting the event.

Areas that we managed in hosting the event include:

- i. Acquisition of sponsors for raffle prize giveaways. This involved reaching out to companies weeks prior to organize meetings with managers to get coupons, vouchers, and other goods to giveaway.
- ii. Hiring a yoga instructor
- iii. Purchasing food, decorations, and flowers
- iv. Distribution of promotional flyers

- b. Areas that Cal Poly Athletics was responsible for include:

- i. Designing of promotional materials
- ii. General promotional activity, including social media campaigns and email blasts
- iii. Event day equipment

B. Day of the Event Staffing:

Due to the fact that our event was relatively straightforward to put on and manage, our group was able to staff the event without any outside help.

Responsibilities for event day staffing included:

Assignment	Who	Schedule	Comments
Picking up materials	Everyone	10-10:45	
Setting up raffle	Everyone	10:45-11:30	
Setting up brunch	Everyone	10:45-11:30	
Welcoming participants	Everyone	11:30-11:45	
Tear down of event	Everyone	12:45- 1:30	Some CP Athletics interns helped

C. Leadership Guidelines:

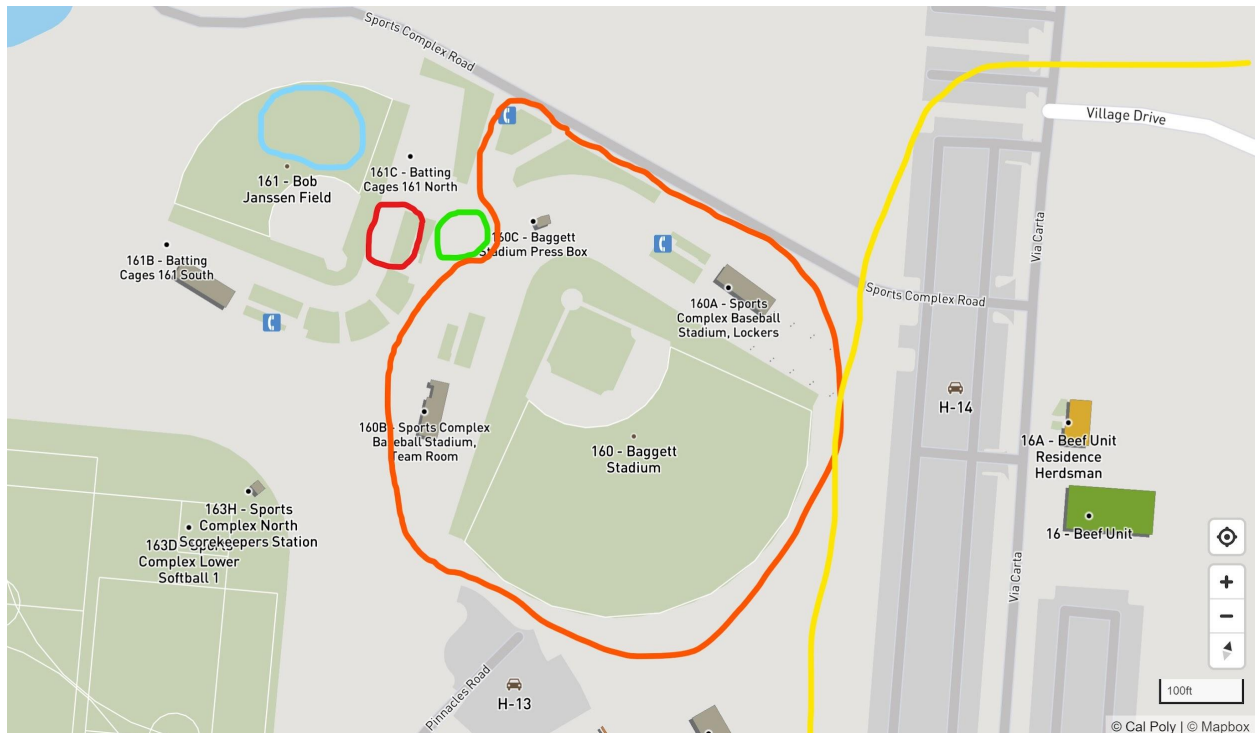
- a. Hosting a mother's day event requires a very different leadership style compared to hosting/leading a 5k race. The approach we took with our leadership was to have a more hands off approach. The target population of our event is Mother's on the one day of the year that is set aside to honoring them. Taking this in mind we're using a laissez faire leadership style. Though we have a general schedule for the day, if a mother wants to grab a bite to eat before yoga or wants to skip an exercise during the class, no one is stopping her. Having a more relaxed leadership approach means that Mother's can spend less time worrying about whether they're in the right place at the right time, and spend more time enjoying themselves through the activities that we've provided them.

7. Facilities Needed

Yoga on CP Softball Field - Bob Janssen Field - Facility Playing Surface – Natural Grass
Brunch on upper level above field

1. Field Dimensions – 210 feet down the left and right field lines, 210 feet to straightaway center, 210 feet in the power alleys

2. Diagram:



- a. Blue: Yoga Activity
 - b. Red: Brunch
 - c. Green: Check-in/Registration
 - d. Orange: Baseball activities
 - e. Yellow: Closest parking area
3. Reservation: Jen Chow; CP Athletics; No reservations forms were needed, due to the equipment and facility already designated for the event.
 4. Restrooms: Portable stalls were available through Cal Poly Athletics
 5. Kitchen: N/A; catered
 6. Parking: Cal Poly; Lots H-15, H-14, H-16 and H-12
 7. Directions: Directions to Baggett Stadium (Baseball game) and Bob Janssen Field (Yoga and Brunch)

From Southbound U.S. Highway 101

- Exit Highway 101 and merge onto Osos St via EXIT 203A.
- Turn left onto Walnut St.
- Take the 1st left onto Santa Rosa St.
- Baggett Stadium and Bob Janssen Field Parking:
 - Take a right onto Highland Drive.
 - Continue straight and take a slight left onto Via Carta.

- *Parking lots will be on your left and right.*

From Northbound U.S. Highway 101

- *Take EXIT 203C toward California Blvd.*
- *Turn slight left onto Taft St.*
- *Turn right onto California Blvd.*
- *To park on the south side of Spanos Stadium:*
 - *Continue on California Blvd. until your designated lot.*
- *Baggett Stadium and Bob Janssen Field Parking:*
 - *Take a left onto Foothill Blvd.*
 - *Take a right onto Santa Rosa St/Highway 1.*
 - *Take the next right onto Highland Dr.*
 - *Continue straight and take a slight left onto Via Carta.*
 - *Parking lots will be on your left and right.*

From Southbound U.S. Highway 1

- *Baggett Stadium and Bob Janssen Field Parking:*
 - *From Highway 1 turn left onto Highland Ave.*
 - *Continue straight and take a slight left onto Via Carta.*
 - *Parking lots will be on your left and right.*

8. Equipment and Supplies Needed

Activity: Registration

QTY.	Item	Source	Phone	Purchased	Borrowed
1	6 foot table	CP Athletics			5/13/18
1	A-frame stand	CP Athletics			5/13/18
2	White Table Cloths	Target		\$7	
12	Balloons	Ah Louis Store		\$24	
1	Raffle Tickets Roll	CP Athletics			5/13/18

1	Mother's Day Poster	Fed-Ex		\$1.38	
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Activity: Yoga
(none)

Activity: Brunch

QTY.	Item	Source	Phone	Purchased	Borrowed
3	Bar top rounds	CP Athletics			5/13/18
1	6 foot table	CP Athletics			5/13/18
6	Orange Juice	California Fresh Market	805-250-1425	\$20	
2	Coffee	California Fresh Market	805-250-1425	\$20	
25	Cups	California Fresh Market	805-250-1425	Donated	
20	Pastries	California Fresh Market	805-250-1425	\$20	
2	Fruit Platters	California Fresh Market	805-250-1425	\$40	
3	Plate Pack	Target		\$6	
1	Box of Forks	Target		\$1.69	
2	Napkin Pack	Target		\$4	
1	Mother's Day Poster	Fed-ex		\$1.38	

Activity: Raffle Drawing

QTY.	Item	Source	Phone	Purchased	Borrowed
3	Sunflower Bouquets	California Fresh Market	805-250-1425	\$25.83	

10	CP Bags	CP Athletics		Donated	
10	CP Charger Outlets	CP Athletics		Donated	
10	Cell Phone Card Holder	CP Athletics		Donated	
10	Workout Towels	CP Athletics		Donated	
10	Free Pizza Coupons	Blaze Pizza	805-600-1336	Donated	
10	Coupons	PokiRito	805-439-2541	Donated	
2	Certificates	Smiling Dog Yoga	805-456-9100	Donated	
1	Certificate	Woodstock's Pizza	805-541-4420	Donated	
3	Gift Cards	Bliss Cafe	805-547-0108	Donated	
1	Drawstring Bag	SLO Yoga Center	805-598-7100	Donated	
1	Certificate	SLO Yoga Center	805-598-7100	Donated	
7	Cups	California Fresh Market	805-250-1425	Donated	

9. Sponsors

A. Raffle Prizes

a. SLO Yoga Center

- i. Contact: Stephanie Stackhouse; sstack@outlook.com
- ii. Solicitation Process: Walk-in request with letter
- iii. Item(s): Drawstring bag with sticker and certificate for a month of free yoga instruction

b. Bliss Cafe

- i. Contact: David Fintel; blisscafeslo@gmail.com
- ii. Solicitation Process: walk-in request with letter, follow-up email correspondence

- iii. Item(s): 3 Bliss Cafe gift cards (\$50 value each)
- c. Smiling Dog Yoga
 - i. Contact: Kayson McMahan; kcmcmahan@smilingdogyoga.com
 - ii. Solicitation Process: walk-in request with letter, follow-up email correspondence
 - iii. Item(s): 2 Certificates (each good for 5 free yoga lessons)
- d. Woodstock's Pizza SLO
 - i. Carly Jackson-Clark; mrep@woodstocksslo.com
 - ii. Solicitation Process: walk-in request with letter, follow-up email correspondence
 - iii. Item(s): 1 Certificate for a Free Kids Pizza Birthday Party for up to 15 kids
- e. California Fresh Market
 - i. DJ Deutsch: dj@californiafreshmarket.com 805-234-8989
 - ii. Solicitation Process: walk-in request with letter, follow-up email and phone correspondence
 - iii. Item(s): orange juice, coffee, cups, pastries, fruit platters
- f. Blaze Pizza
 - i. Kait Kiedrowski kait@dammfinepizza.com
 - ii. Solicitation Process: walk-in request with letter, follow-up email correspondence
 - iii. Item(s): 20 coupons for one free pizza
- B. Yoga Instructor
 - i. Contact: Cassandra Bodlack; aiflex@yahoo.com; 415-516-5214
 - ii. Source: ASI Rec Center Instructors; Eric Alexander, ealexand@calpoly.edu, 805-756-1789
 - iii. Cost: Free of Charge
 - iv. Resources Provided: Parking Pass, Location

C. Samples:

Blaze Pizza:

Cal Poly Athletics
 Mott Athletics Center
 1 Grand Avenue
 San Luis Obispo, CA 93407-0388

May 2, 2018

Request for a Raffle Prize and/or Coupon Certificates

To Whom It May Concern:

I am writing to you on behalf of Cal Poly Athletics and my fellow colleagues from our CP Experience Industry Management, Experience Program Design team. CP Athletics is currently planning our first ever **CP Athletics Mother's Day Yoga and Brunch** – Our *Yoga & Baseball* event will take place on **May 13, 2017**, prior to the baseball game. This will consist of a relaxing morning kickoff to the game, to show appreciation for mothers in the San Luis Obispo area on this special day. We are very excited for this first-time event and believe it will be a great success in increasing attendance to the game, introducing more mothers in the community to the beneficial practices of yoga, and motivating current yogis to continue expanding upon their practice.

Any money raised at the event will go towards the CP Athletics Program and all its efforts that support hardworking CP Athletes.

My colleagues and I were hoping that Blaze Pizza might be willing to donate a suitable prize for our raffle. We believe that the raffle prize basket(s) will be a highly desired gift and reward to participating mothers, but any suitable products, gift certificates, or coupons you could donate to the event would be much appreciated and an excellent opportunity to promote your business to our attendees.

If you are willing to help please send your donation direct to Jennifer Chow, CP Athletics Director of Marketing and Fan Experience at the address above. If you require any more information, please do not hesitate to contact me via my email below, my cell or email jchow14@calpoly.edu.

Thank you in advance and best wishes from everyone on our event planning team!

Yours sincerely,

Marissa Zamudio
California Polytechnic State University '21
mgzamudi@calpoly.edu
(720)-445-0257

Request Letter used for a-d Raffle Prizes:

Leah Jaicks
1 Grand Avenue
Sequoia 207
San Luis Obispo, CA 93407-0388

May 1, 2018

Request for a Raffle Prize and/or Coupon Certificates

To Whom it May Concern:

I am writing to you on behalf of Cal Poly Athletics and my fellow colleagues from our CPSU Experience Industry Management, Experience Program Design team. CP Athletics is currently planning our first ever **CP Athletics Mother's Day Yoga and Brunch** – Our *Yoga & Baseball* event will take place on **May 13, 2017**, prior to the baseball game. This will consist of a relaxing morning kickoff to the game, to show appreciation for mothers in the San Luis Obispo area on this special day. We are very excited for this first-time event and believe it will be a great success in increasing attendance to the game, introducing more mothers in the community to the beneficial practices of yoga, and motivating current yogis to continue expanding upon their practice. Any money raised at the event will go towards the CP Athletics Program and all its efforts that support hardworking CP Athletes.

We were hoping that **Woodstock's Pizza** might be willing to donate a suitable prize for our raffle, or coupons for the participants. We believe that the raffle prize basket(s) will be a highly desired gift and reward to participating mothers, but any suitable products, gift certificates, or coupons you could donate to the event would be much appreciated and an excellent opportunity to promote your business to our attendees. By sponsoring our event, your donation will provide motivation and incentive for attendees to patronize your restaurant following the game, in addition to introducing and advertising your business to locals who may not be familiar with it!

If you are willing, please send your donation direct to the above address, or a member of my team would be happy to stop by and pick it up. If you require any more information, please do not hesitate to contact me via my cell or email listed below.

Thank you in advance and best wishes from everyone on our event planning team!

Yours sincerely,

Leah Jaicks
California Polytechnic State University
ljaicks@calpoly.edu
(443)-481-9996



California Fresh Market:

Cal Poly Athletics
Mott Athletics Center
1 Grand Avenue
San Luis Obispo, CA 93407-0388

May 2, 2018

To Whom It May Concern:

I am writing to you on behalf of Cal Poly Athletics and my fellow colleagues from our CP Experience Industry Management, Experience Program Design team. CP Athletics is currently planning our first ever **CP Athletics Mother's Day Yoga and Brunch** – Our *Yoga & Baseball* event will take place on **May 13, 2017**, prior to the baseball game. This will consist of a relaxing morning kickoff to the game, to show appreciation for mothers in the San Luis Obispo area on this special day. The brunch will start around **12:30 pm**. We are very excited for this first-time event and believe it will be a great success in increasing attendance to the game, introducing more mothers in the community to the beneficial practices of yoga, and motivating current yogis to continue expanding upon their practice.

Any money raised at the event will go towards the CP Athletics Program and all its efforts that support hardworking CP Athletes.

My colleagues and I were hoping that California Fresh Market might be willing to donate or give a discount for the food and beverage ordered for our event. We hope to have enough to serve about **20 people**. Beverages we would like to order include orange juice, water, and coffee. Food items include baked goods/pastries of some sort (i.e. croissants, muffins) and fresh fruit.

Partnering with our program design team and Cal Poly Athletics would be much appreciated and an excellent opportunity to promote your business to our attendees. Jennifer Chow, CP Athletics Director of Marketing and Fan Experience, can be contacted at the address above. If you require any more information, please do not hesitate to contact me via my email below, my cell, or email jchow14@calpoly.edu.

Thank you in advance and best wishes from everyone on our event planning team!

Yours sincerely,

Marissa Zamudio
California Polytechnic State University '21
mgzamudi@calpoly.edu
(720)-445-0257

10. Registration Process

- A. Through the Cal Poly Athletic website, participants are able to easily and securely purchase tickets for the Mother's Day Brunch/Game. Tickets for the event are priced at \$15, with \$10 requisitioned for the baseball game and the remaining \$5 used to help fund the Mother's Day brunch. Program based registration is also available through onsite ticket purchases at the ticket booth outside the gate. The combination of the two methods ensure that anyone who has interest in attending and participating in the Mother's Day Lunch may do so relatively easily.
- B. Upon arrival at the softball field, participants will check in at the ticket booth outside the gate, and then be directed toward the Mother Day's event booth. At the booth participants will receive two raffle tickets, and then will be directed to the softball field to wait for the beginning of the event.

11. Risk Management

- A. This event did not have any risk management or insurance in place. The event was designed to be safe in nature, but no waivers or insurance were used. Future Risk Management processes are suggested if the event continues in future years to maximize safety and enjoyment for all participants.
- B. Provided water for the participants, in case of dehydration.
- C. Provided food for participants, if they had begun to feel light headed, or unwell.
- D. Cal Poly Baseball field had a medic tent, in case of any bee sting or other medical issues.

12. Promotional Plan

- CP Athletics Email
 - A newsletter containing the promotional flyer created by Cal Poly Athletics was sent on May 8th, five days before the event. The email was sent to the Cal Poly Athletic newsletter, this newsletter consists of all past ticket holders and anybody who signed up to receive promotional emails from Cal Poly. The email newsletter offers organizers the unique opportunity to send information that specifically targets our potential participants. Whereas grassroots advertising reaches out to a wider audience, the newsletter allowed us to focus in more on our target demographic.
 - See pg. 21
- Grassroots Advertising
 - What: 12 Agency branded flyers (11x17") were hung around town and handouts cards (approx. 50) were put out around downtown
 - Where: Restaurants (i.e. Pita Pit, SloDoCo, Blaze Pizza, Aisuru), Yoga studios (i.e. Smiling Dog Yoga), Grocery stores (i.e. California Fresh Market)
 - When: entire month of April and beginning of May, leading up to event

- See pg. 22
- Social Media
 - What: Instagram Post
 - Where: @cassandrabodlack Instagram page
 - When: May 3, 2018
 - See pg. 23
- Promotional Flyer and PSA
 - Not used for event but created by group
 - Flyer: See pg. 24
 - PSA: See pg. 24

13. Financial Plan:

- A. The agency, CP Athletics, provided any necessary funds for purchasing of food and supplies. Additional funding came from a \$5 fee for the Yoga and Brunch which was included in the ticket price. Due to expenses exceeding income from ticket purchases, the agency had to handle the cost difference. We were aiming for about a \$200 budget.

Income:

2 Participants x \$15 x 1 session	\$30
Total Income:	\$30

Personnel Expenses:

Personnel:

Athletics Coordinator: Jennifer Chow	\$0
Programmers: Grace, Leah, Ian, Marissa	\$0

Total Personnel Costs: \$0

Operating Expenses:

Supplies and Services:

Table supplies	\$18.69
Table cloth: \$7	
Plates: \$6	
Forks: \$1.69	
Napkins: \$4	
Food	\$100
Decorations	\$26.76
Balloons: \$24	
Poster: \$1.38 x 2 posters	

Flowers:	\$25.83	
Total Supplies and Services:		\$171.28
	Total Income:	\$30
Total Personnel and Operating Expense:		\$171.28
	Net Balance:	\$(141.28)

14. Other Issues as appropriate for the Program

- A. Because other baseball games needed to be promoted for several weeks prior to the game, CP Athletics only was able to advertise for the event a week before the event occurred on their end.
- B. Volunteers
 - a. Due to the nature of the event, no more than the four people in the group were needed to man the booth and guide participants. That being said even if more participants showed up, the amount of staff could easily handle influx.

Promotional Materials:

CP Athletics Email:

From: Jennifer Chow <jchow14@calpoly.edu>
Subject: FW: PREVIEW: Mother's Day Event - Yoga & Baseball
Date: May 31, 2018 at 12:54 PM
To: Ian Parsons <ian.parsons@me.com>

From: Cal Poly Baseball <athletics@calpoly.edu>
Reply-To: "noreply@calpoly.edu" <noreply@calpoly.edu>
Date: Tuesday, May 8, 2018 at 10:46 AM
To: Jennifer Chow <jchow14@calpoly.edu>
Subject: PREVIEW: Mother's Day Event - Yoga & Baseball

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CAL POLY MUSTANGS

Yoga & Baseball

**CAL POLY BASEBALL
MOTHER'S DAY PREGAME EVENT**
 SUNDAY, MAY 13TH
 11:45 A.M. - 12:30 P.M.

REGISTRATION FEE: \$15
 • INCLUDES GAME TICKET TO CAL POLY VS. UC IRVINE AT 1 P.M.
 • POST WORKOUT CONTINENTAL BREAKFAST
Class taught by Cassandra Elizabeth Fitness

CLICK TO PURCHASE

#RIDEHIGH

Full Series: Friday, May 11 at 6 p.m. / Saturday, May 12 at 6 p.m. / Sunday, May 13 at 1 p.m.

California Polytechnic State University
 San Luis Obispo, CA 93407
 If you wish to unsubscribe, please [click here](#)

Grassroots Advertising:

CAL POLY
MUSTANGS

Yoga & Baseball

MOTHER'S DAY PREGAME EVENT

SUNDAY, MAY 13
11:45 AM - 12:30 PM

Check in will begin at 11:30 am,
walk-ups are welcome!

Registration Fee: \$15

- Includes game ticket to Cal Poly vs. UC Irvine at 1 pm
- Post Workout Continental Breakfast

To register online visit tickets.calpoly.edu.

#RIDEHIGH

Social Media:



cassandrabodlak • [Follow](#)
California Polytechnic State University (Cal...)

cassandrabodlak #yoga on #MothersDay is perfect for beginners. #CalPoly 11:45 am to 12:30pm 🧘♀️



11 likes

MAY 3

Add a comment...



Group Flyer:

SUNDAY, MAY 13
11:45 - 12:30 PM

**BASEBALL
&
YOGA**

Registration Fee: \$15

- Post Workout Continental Breakfast
- Included ticket for Cal Poly vs. UC Irvine

Register online at:
tickets.calpoly.edu

PSA:

“RPTA 210 along with Cal Poly Athletic are hosting a yoga class along with a continental breakfast before the Cal Poly vs UC Irvine baseball game on May 13. Arrive at the field at 11:45 and enjoy a 45-minute yoga class before picking up a delicious breakfast and then watching some Cal Poly Baseball. Tickets for the Mother's Day Yoga and Baseball game are \$15.”

Photos:

210 Event Planning Team



Grace and Leah with the Yoga Instructor, Cassandra



Program Participants



Yoga







Brunch Set-Up





Yoga Site



Raffle Set-up





Evaluation:

1. Program Activities

Strengths

1. From start to finish the program followed a structure plan. Participants were easily able to check in and were guided by appropriate signage to the raffle desk, and then down to the field, and then to the brunch area where the event concluded.
2. The business connections that were made resulted in great raffle prizes and other creative giveaways. Participants at the end of the event received goodie bag and other swag to remind them and get them excited for future events.
3. The participants received a professional experience. From the coordination of color schemes to the hiring of a professional yoga instructor participants felt like they were getting more value for their money.

Weaknesses

1. If more participants showed up, there would be a difficult time scaling the event. Though the size of the softball field was enough to handle 30 more people, but the brunch area would become too crowded.
2. If more people showed up for the yoga portion of the event, the yoga instructor would have a difficult time communicating with participants.
3. The warm up music from the baseball field took away from the ambiance of the event.

Recommendations

1. Consider dividing softball field into a yoga and brunch section to handle an increase in participants.
2. Set up a microphone and speaker system that the yoga instructor could use to better communicate with participants.
3. Ask Cal Poly athletic staff to lower the warm up music on the baseball field.

2. Scheduling of Event

Strengths

1. The event provided the perfect amount of time for each activity from the yoga class to the brunch.
2. Back to back activities kept participants busy. There was little to no lag time.
3. The entire event took no longer than two hours. This was the perfect amount of time needed to keep participants engaged, but not bored.

Weaknesses

1. Because scheduling was done back to back there wasn't much time for participants to relax in between activities.
2. Because the event was mid-day on Mother's Day many people had already made plans. This resulted in less than expected registration.
3. There wasn't enough time given for participants to register the day of the event.

Recommendations

1. The schedule should give five minutes between activities for participants to get themselves together and go to the next activity.
2. Schedule the event earlier in the day so that people who have Mother's Day plans mid day can still attend.
3. Don't host a yoga/brunch on Mother's Day. Most people already make plans with their mother to go out and have brunch as a family.

3. Staffing

Strengths

1. All of the volunteers helped plan the program; therefore, everyone was informed on their roles, tasks, and the flow of the program.
2. Training wasn't required, because all volunteers were team members.
3. Team chemistry was good so there was not any time lost in communicating goals and objectives.
4. Staffing the event with only the four event planning team members and the free of cost yoga instructor eliminated additional staffing costs or volunteer inconsistencies.

Weaknesses

1. None of the staff members had a specific role; rather, everyone could assist in any task. While this allowed flexibility, it created some inefficiencies and idle time within the program.
2. In planning the event, there weren't any clear roles for which tasks each staff member should complete. This resulted in some inefficiencies.
3. The lack of any car ownership between staff members proved difficult for transportation of supplies.

Recommendations

1. Tasking each staff member from our team to oversee a particular activity (i.e. Raffle, Yoga, Brunch), could minimize confusion between activity transitions and timing.
2. Coordinating earlier about potential program inefficiencies would lead to less stress regarding how to pick up supplies.
3. Potentially using other communication means beside GroupMe might lead to quicker and more concise communication. For example phone calls, or simple texting.

4. Facilities

Strengths

1. The softball field where the yoga occurred was next to the baseball stadium for convenient attendance of the baseball game after the event.
2. The grass of the softball field was sufficient for those who did not have yoga mats to use.
3. Sharing some facilities with the baseball field allowed for our event to have certain amenities (such as the medical tent), which would have not been provided if another facility was used.

Weaknesses

1. The yoga on the softball field was not visibly apparent to onlookers who were interested or would be interested.
2. People attending the baseball game, who did not know about the event, thought our check-in with raffle prizes was a free giveaway of items from Cal Poly Baseball, because of proximity.
3. The event took place outside which allowed for the risk that the event could be rained out, and the program did not plan for an alternate indoor location. There was an overcast the morning of the event, but it did not affect the experience negatively.

Recommendations

1. Our check-in table could be moved a little closer to the softball field.
2. More clear, visible, and prominent signage of the “Yoga and Brunch Event” could be displayed.
3. A large tent or backup facility could be available in case of inclement weather to minimize risk.

5. Equipment and Supplies

Strengths

1. The color scheme remained consistent with the equipment and supplies. The high tops were wrapped in gold covers. The 6 foot tables had white table cloths and pink plateware.
2. Plenty of food and beverages were available.
3. There were lots of raffle prizes and items available for the goodie bags.

Weaknesses

1. The high top rounds used for brunch has stains on the cloth, which decreased the overall appeal.
2. The A-frame used was significantly larger than the poster used, which made it look less professional.
3. The raffle drawing set-up and display was not ideal, because the cups used and prize certificates were very light and would blow around during the event.

Recommendations

1. Getting better raffle equipment, like glass jars for the ticket placement and attractive paperweights for the prize certificates could have bettered the display and raffle drawing process.
2. More posters could be displayed around the event to maximize clarity and separation of the events taking place.
3. Additional yoga mats should be available for request if a participant who forgot theirs, but would prefer to use one.

6. Registration Process

Strengths

1. Cal Poly Athletic website made registration for participants simple and manageable.

2. Bundled game day tickets with event tickets made for easy purchasing and promotion.
3. Registration opened two weeks before the event, offering plenty of time for participants to register.

Weaknesses

1. No rules regarding the closing of registration were put in place, which created confusion with walk up registrants for only the raffle, that did not actually participate in event activities. Therefore, the target populations participants had lower chances than expected for winning the prizes they entered in.
2. Though registration was a relatively easy process, the lack of information provided on where to register potentially hindered participants interested in joining.
3. Promotional material included a website link, but lacked registration instructions or any additional pertinent registration details.

Recommendations

1. Registration and sign-ups should have closed once the yoga activities began, in order to prevent undesired population entries.
2. Promotional materials should include information on where to register.
3. Use QR codes to make registration easier.

7. Safety and Risk Management

Strengths

1. The CP Athletics medic tent was available for immediate medical assistance if necessary.
2. A certified yoga instructor was used to instruct the yoga.
3. Beginner's yoga was taught, keeping in mind the target audience so possible beginner participants would not be injured.

Weaknesses

1. No waivers were used for the program, which put huge liabilities on CP Athletics, rather than the participants.
2. No tent or overhead coverage was available for possible rain or lightning.
3. Agency supervisor made no effort to help implement any risk management after the group asked how to facilitate risk management.

Recommendations

1. A Release of Liability form needs to be included in the walk-up step of the Registration process, to release CP Athletics from being liable for any issues that could occur during the event.
2. Hold CP Athletics supervisor accountable for acquiring valid and legal liability waivers.
3. Have backup facility available or overhead coverage in case of rain or lightning.

8. Promotional Plan

Strengths

1. The promotional flyers, handouts, and emails used were professionally designed and effectively laid out, with optimal design.
2. Because Cassandra, the yoga instructor, promoted the event on her instagram page, a broader audience was advertised to and mothers who follow her account may see the old post in the future, which will help create interest and promote future years of the event.
3. Almost all of the registrants were secured through email promotion and word of mouth, proving the target population and efforts of those promotional materials to be effective.

Weaknesses

1. The timeline of the promotional plan limited the collateral reach of promotional efforts.
2. While the timeline of the promotional plan considered other CP Athletics baseball games and their created competition, it failed to consider the additional, outside competing activities and events the target population typically engages in and commits to participating in on Mother's Day.
3. The promotional plan did not actually use newspaper or radio PSAs, which could have proven to be effective in securing registrants based on the demographic of the target population.

Recommendations

1. Using local radio or news PSAs during rush hour and popular family viewing times, could reach more local mothers.
2. Considering the combination of baseball and Mother's Day, promoting to local schools and youth baseball leagues could reach more mothers who would respond with interest and intent for registration.
3. Beginning all forms of promotion at least a month in advance, could help maximize the number of registrants, and minimize the number of reached individuals who had scheduling conflicts or pre-determined Mother's Day celebration plans.

9. Financial Issues

Strengths

1. Transactions were convenient to make with the use of an agency "Pay card," which removed the potential hassle of reimbursements.
2. While programmers were told to avoid spending unnecessarily, there wasn't strict budget limits put in place.
3. Purchasing process for supplies was made easy by keeping track of receipts for agency supervisor to look over.

Weaknesses

1. There was not a strict set budget. This made it difficult to determine the quality and quantity of the supplies that needed to be purchased.
2. There was only one "pay card" given to programmers so it was difficult to coordinate who would purchase what, and when.

3. The topic of budget was a sensitive issue for agency supervisor, so there was some confusion about how much to spend.

Recommendations

1. Have the agency supervisor make it clear how much programmers are allowed to spend.
2. Giving the programmers the “pay card” earlier in the process would be a smart way to avoid stress.
3. Establish from the beginning a dialogue surrounding money, and establish how comfortable the agency supervisor is with the amount to spend.

10. Sponsoring Agency

Strengths

1. As a Cal Poly sponsored event the school was able to provide an agency leader who had some experience with hosting game day events.
2. Due to prior game day events, Cal Poly was able to provide a lot of the materials and supplies needed to host the event.
3. While programmers were told to keep costs to the minimum, there was no stress regarding lack of funds.

Weaknesses

1. Due to perceived lack of trust, or lack of interest in the event, the agency failed to effectively promote the event, despite assurance to student group members that efficient promotional efforts were being made.
2. The designated agency contact and coordinator lacked optimal communication for what programmers should accomplish.
3. Miscommunication reduced the agency’s professional credibility, and also, skewed perceptions, which caused programmers to believe that CP Athletics would take care of most, to all, of the marketing responsibilities.

Recommendations

1. Officially setting more clear expectations about the responsibilities of CP Athletics and the respective RPTA group, this would minimize problems caused by improper communication.
2. Working with a different, or additional agency leader, would potentially create better professionalism and increase the outcome of field experience. For example, an agency that utilizes proper risk management procedures, would be extremely beneficial to the respective RPTA group.
3. Checking-in more with the agency, pre and during the event, would ensure that all tasks were being worked on, to maximize communication clarity between all parties.

11. Other issues as appropriate

Strengths

1. The selected Yoga instructor was very friendly, communicative, and cohesive with the program format and participants.
2. The Yoga instructor communicated very well with the event planning staff and participating individuals.
3. The yoga instructor has affiliations and ties with the Cal Poly Recreation Center.
4. No more than the four people were needed to successfully run the event and Guide participants. Even if more participants showed up, the amount of staff available was able to easily and efficiently handle the influx, and costs were minimized.

Weaknesses

1. The agency supervisor was not present during the event, and this led to some confusion when group members had questions.
2. Agency might not have put one hundred percent of their effort into the full duration of the event, and that left the RPTA group with miscommunication and misinformation of what the agency was to provide.
3. The setup and take down of the event had not been fully planned out, leading to set up still occurring when participants arrived, and take down happening during the baseball game.

Recommendations

1. Make a plan with the supervisor to check in with the event several times, so the group knows that they are doing what needs to be accomplished. For example, having the supervisor either text, call, or actually come to the event every half hour, to make sure everyone and everything is on track.
2. Make sure the agency wants to commit fully to working with RPTA students, and is excited about the event.
3. Create a specific set up and take down plan, with times and location for equipment, so the beginning and end of the event happen smoothly.

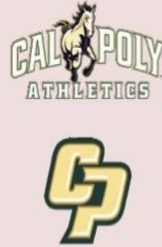
Outline of Group Presentation:

Mother's Day Yoga & Baseball

LEAH BAZZUKA, GRACE FESCHER, JANI
PARKSONS, & MARILEESA LAMAYO

Our Agency

- Cal Poly Athletics
 - Helps promote the university's values through sports and the facilitation of these team sports and events
 - Supports athletes and their accomplishments



Mother's Day Yoga & Brunch

Sunday, May 13th, 2018 at 11:30 am



The Program

Program Area:

- Sports
- Health & Fitness



Format:

- Special Event



Our Population

Target: Mothers in the SLO community

Leadership: Catering to mothers with different abilities such as those who may have never done yoga

- Possible health implications

Benefits: relaxation, health, socialization, and supporting the local community



TO INCREASE ATTENDANCE AT THE
BASEBALL GAME.

TO CELEBRATE AND
ACKNOWLEDGE THE MOMS IN
THE SLO COMMUNITY ON
MOTHER'S DAY AND TO
SUPPORT THE CAL POLY
BASEBALL TEAM.

Design Goals

TO PROVIDE A MEANINGFUL
AND USEFUL EXPERIENCE AS A
PREGAME FOR MOTHERS BEFORE
THE BASEBALL GAME.

TO PROVIDE A FUN AND RELAXING EVENT FOR
MOTHERS TO ENJOY ON THEIR MOTHER'S DAY.

Featured Activities



- Raffle with Registration
- Beginner's Yoga Group Lesson
- Continental Breakfast
- Raffle drawing
- Send off to baseball game



Primary Planning Considerations

- Layout of facility
- Promotion
 - Materials
- Relying on agency supervisor
- Sponsorships
 - Catering for brunch
 - Prizes for raffle
 - Items for goodie bags

Strengths

- Plenty of food and drinks
- Decorations added to theme of the event
- Lots of prizes for raffle
- Lots of gifts for "goodie bags"
- Fun yoga instructor

Weaknesses

- Low participant turnout
- Supervision

Recommendations

- Start promotion further in advance, and focus on social media advertising
- Possibly choosing an alternative day for the event
- Opening up the event to a larger target audience
- Having multiple activities for different age groups, in order to have a larger turnout

