



PRT 366 (002) Final Project Event Plan

Cornhole League: NCSU WolfBags

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Event Conceptualization

During the Spring 2023 Semester, NC State will host a cornhole league called “Wolf Bags” to promote fun and fair play on campus and to promote Mental Health Awareness. The Cornhole League will be held at Miller Fields on weekday evenings at 6pm. The target audience will be NC State students and their friends/family.

Program Description

History of Program: While there are a couple of options to participate in various cornhole leagues or events on NCSU’s campus, including an intramural league and a league created by and for NC State’s alumni association, this new league itself is designated for a recently intricate issue on our campus. It not only encourages healthy competition among students and a safe space in order to create a community and cooperative environment, but the funds made through this league will go to a cause larger than that of the university's financial benefit. This league was created to bring awareness to the importance of mental health of college students, as well as financially and morally support the NCSU’s Mental Health Task Force.

Description of Venue: Miller Fields is an outdoor plot composed of two grass fields and a 4,000 square foot functional fitness facility. The space is available during the Carmichael operational hours, and its conditions are subject to change due to inclement weather and Wellness and Recreation programming. This space is very commonly used for a variety of outdoor fitness and training events and local tournaments.

Description of Location: Miller Fields is located on NCSU's main campus, and is in close proximity to Carmichael Gym, Talley Student Union, and various residential halls. It is also close to a variety of bus stops for both the Wolfline and GoRaleigh bus lines, and permits easy access to non-students or commuters as it is very close to the edge of campus that meets Western Blvd.

Mission Statement

The NC State WolfBags League is determined to bring a competitive, yet fair and respectful cornhole league to NC State's campus for any student who chooses to participate.

Goals & Objectives

The goal of the Wolf Bags Cornhole League is to provide students an avenue to have fun and release stress from classes. Our main objective is to raise awareness of the importance of mental health. Secondly, proceeds from the event will go towards the NC State Mental Health Task Force that is currently being developed.

SMART Objectives

S - We intend to prepare and execute a league that raises awareness and money in order to give back to a mental health organization on campus, while giving students a safe space and encouragement to have fun.

M - We intend to raise at least \$5,000 to donate towards the NCSU Mental Health Task Force, from a combination of entry fees from participants, donations, and auction profits.

A - In order to achieve our monetary and philanthropic goal, we will post advertisements on

social media, flyers around the NCSU campus, and spread word of mouth through clubs, teams, faculty, and individual students on campus.

R - All of our (Custom NC State) cornhole boards and bags used for the League will be up for auction at the end of the season, and the profits from these boards will be donated to the Task Force.

T - We intend to hold this league during the 2023 spring semester for about 6 weeks.

Event Bid Documents

Purpose Statement: Our purpose is to provide a fun and fair cornhole league for any NC State student who chooses to join us.

Host Committee Credentials: NC State WolfBags League is backed by five knowledgeable and caring leaders who want to help this league run as smoothly as possible in order to bring a great time for any NC State student looking to compete in this great sport.

Budget/Finances:

Expenses:

Advertising/Marketing: \$100

Medical: \$0

Equipment: \$500 (4 cornhole sets)

Uniforms: \$0 (not required)

Food and Beverage Costs: \$0

Facility Rental Costs: \$0 (Miller Fields is free and open to students as long as it doesn't interfere with other IM events).

Final prize pool: \$1000 (donated to NCSU Mental Health Task Force)

Revenues:

Sponsorship: \$1000

Registration: \$10 per player

Staff/Volunteer Support; Brief Description of Staffing Needs: We don't require much staff for our matches since cornhole doesn't require officiating. We simply ask our participants to keep their own score and be honest about it. We will have two staff members who check people in at the gate and once the matches start, they will walk through and aid in any questions that participants may have.

Playing Facilities: The league will take place at Miller Fields on West Campus on weekday evenings. Since Cornhole doesn't require a ton of space to be played it will take place near the outdoor gym area in order to give room to other IM sports that may be taking place at that time.

Transportation: Since the League will take place at Miller Fields, all participants will be allowed to park at the Coliseum Parking Deck since all games will take place either after 5 PM on weekdays or on weekends when parking is free for all at that parking deck.

Accommodations: The NC State WolfBags League is committed to ensuring that anyone who wishes to play in our league has the ability to do so. We will do all that is in our power to allow access to all yearning participants in our league including wheelchair accessibility to where

matches will be played whether it is at Miller Fields or inside Carmichael Gym in case of weather.

Emergency Services: We will have a member of NC State Campus Police on hand during every game that takes place during the season to monitor all activities taking place and take action if necessary. Also, an employee from Carmichael Gym will be on hand in case of medical emergency.

Environmental Sustainability: We at the NC State WolfBags League are committed to ensuring that we follow all environmental standards set by the University so we will make sure to provide both trash and recycling cans in order for participants to dispose of trash and recycling as needed.

Weather Related Issues Plan: If severe weather causes disruption to any matches, then we will take two avenues to solve the issue. The first being moving the matches onto the back courts in the old section of Carmichael Gym but if those courts are taken then we will postpone the matches to a later date with hopefully better weather.

Health Services: We are committed to ensuring that not only police officials are on hand at all times but also medical experts. We want to virtually guarantee the safety of every participant so that they can fully enjoy their experience without worrying.

Event Program Sponsorship

Letter Required Proposal: To our gracious sponsor,

We at the NC State WolfBags league are determined to bring a fair and fun cornhole league to our campus for any student who wishes to participate in it. This league will provide students with a platform to compete in a great recreational sport either with their friends or their peers. We ask for your support and request a \$1000 donation that we can put towards the prize pool for the NCSU Mental Health Task Force at the end of the season. This donation will lead us to put your brand on each of the boards that participants will be using throughout the season.

Thank you for your support on this new journey,

NC State WolfBags League

Activation Techniques: To get our league started up we have 2 methods:

1st method: Our staff members will tell all of their friends who attend NC State and have those friends also spread the word.

2nd method: We will post flyers around campus with QR codes that lead to more information as well as the sign-up page.

Event Marketing

Data and Analysis:

The NC State community is growing every single year. As students attending the university, we want to create an event that brings the community together in a safe environment while promoting the importance of mental health. The NCSU Mental Health Task force is currently

being formed and needs funding for action. Mental health awareness needs to be put in the forefront of college campuses. This event will promote the importance of Mental Health while also giving students and the surrounding general public a league to play cornhole.

SMART Goals and Objectives:

S - Prepare an event that raises money in order to give back to a Mental Health Organization, while giving students a safe space to have fun.

M - Raise at least \$5,000 to donate towards the NCSU Mental Health Task Force.

A - In order to Achieve this, we will have advertisements on social media and on flyers posted around campus.

R - All (Custom NC State) cornhole boards and bags used for the League will be up for auction and profits from these boards will be donated to the Task Force.

T - Completed by the Spring 2023 Semester

Identification of Target Markets

The target market for our Cornhole League would be mostly NC State Students. But this event is open to the public and anyone who is interested in participating.

Marketing Strategies

- 1. Social Media:** Post Regular Instagram Stories that includes signup information for the Cornhole League and a donation link to the NCSU Mental Health Task Force.
- 2. Flyers:** Post Flyers around high populated areas around campus and local surrounding areas in Raleigh. Flyers will be similar to the Instagram Stories, and will include a QR

code for Signup information and a Donation Link.

3. **Email Blasts:** Weekly email blasts to all student emails, providing signup information and a donation link.

Mock Up Social Media Example: Instagram Story



Event Program Promotion

Advertising: Advertising will be done heavily through social media, flyers around campus and

email blasts. The social media and email advertising will be weekly reminders.

Publicity: Print publicity will be distributed around campus and the surrounding area to increase people that are able to see the event that is going on.

Sales: League admission and auction bidding will be on site on league days. Located at the gates before entering miller fields. Additionally, there will be volunteers on site if any person of interest has questions.

Branding the Event: The branding of the league will be a special opportunity for students and others to compete in the Wolfbags cornhole league while donating to the NC State Mental Health Awareness Task Force.

Risk Management and Negligence

Identification of potential risks - risk assessment: inclement weather, player illness or injury, team or player absence, inadequate staffing, security risks

Risk matrix:

		Probability of Risk		
		Low	Medium	High
Severity of Risk	Low	Inadequate staffing		Team/player absence
	Medium		Inclement weather, player illness/injury	
	High	Security risks		

Management of identified risks

Inclement weather: always have make up dates ready to use, make sure everyone is aware of safe areas in the event of severe weather, designated person to keep an eye on forecasts and radars, follow plan from Wellness and Recreation Plan

Player illness/injury: there will be an athletic trainer from Carmichael Gym at Miller Fields during the event, making sure teams and players know to not show up if they are feeling unwell, in case of injury follow procedure of Wellness and Recreation plan

Team/player absence: have teams arrive early so that a backup team can be contacted if one of the scheduled teams does not arrive, make sure teams have alternates so that a player absence will not cause a forfeit

Inadequate staffing: have a contact with Carmichael Gym so we are aware of any short-staffing that may affect our event, someone on our side should have basic first-aid training if the athletic trainer is not available

Security risks: make sure all teams are aware of the evacuation plan stated in the Wellness and Recreation Risk Management Plan

Threats to events

Medical attention: an athletic trainer from Carmichael Gym is present at Miller Fields during all intramural sports, this person will have resources like an AED and medical supplies, the blue light system will send emergency services to Miller Fields and all people will have access to their phones to call 911

Heat related illness: all participants are encouraged to bring water and snacks with them, most games will likely take place after sunset, we encourage all participants to check in with themselves during play and take a rest if they need to

Lightning safety: we will have our own weather monitor as well as those with Carmichael Gym that monitor changing weather conditions, if the case of lightning everyone will follow the Wellness and Recreation evacuation plan

Bloodborne pathogens: all precautions will be taken when handling blood, everyone should keep a considerable distance away from the area, anyone that is tasked with cleaning up the blood will be wearing medical gloves and masks, hand washing will be done immediately after cleanup, everyone around the area will also be encouraged to wash their hands

Equipment: largest equipment threat is the boards, making sure that all the legs of the board are securely in place and do not show concerning signs of weakness, make sure all corn bags do not have sharp edges or objects that could injure players

Crowd control/management plan

Number of people: The number of people at our event would be unlikely to surpass 30 people. There will be 16 players (teams of two at four cornhole sets) as well as the five organizers which brings the total to 21 people and leaves room for any others that may watch the games.

Behavior: This is a competition so there is the chance of tempers rising and conflict occurring. However, we hope that since it is intramural and designed for people that love to play cornhole or are interested in learning more about cornhole, any arguments remain at a minimum.

Layout: Our event takes place on Miller Fields by the outdoor equipment. There are two gates right next to the outdoor gym located off of Morrill Drive and the Carmichael Gym parking lot. There is another gate located on the other side of the fields by Dan Allen Drive and the Campus Health parking lot. Both of these gates serve as entrances and exits and are also wheelchair accessible.

Movement: There is a lot of movement within Miller Fields as there are multiple intramural sports happening at the same time. While it is not crowded or packed in the fields, there is a lot of foot traffic at any given moment.

Emergencies and Signage: An evacuation is already in place by the Wellness and Recreation Department at NCSU so we will adhere to that procedure in the case of an emergency. There is signage outside the gates as well as detailed directions through various maps apps on how to locate the fields from both driving and walking directions.

Wellness and Recreation Department Plan:

<https://dasa.ncsu.edu/wp-content/uploads/sites/28/2018/06/WellRec-Risk-Management-Plan.docx.pdf>

Event/program logistics

Timeline: Our research, based on the leagues structure and marketing, suggests that the main participant pool is going to be college aged individuals. Other individuals not affiliated with NC State are expected to attend as well. Participants of all genders have shown interest in and plan on playing “Wolf Bags”. With this information we plan on providing a fun and engaging experience to help participants destress from work and daily life. We plan on providing a welcoming and competitive environment so players can enjoy a fun hobby or even learn a new one. This will take place throughout the entirety of the semester in order to raise awareness and money for a great cause, which is the NC State Mental Health Task Force. With the help of our leaders, staff members and WellRec along with assistance from campus police, we will be able to effectively run our league in a safe environment. Throughout the semester, our leaders and

volunteers will evaluate the success of games each week. We will evaluate the duration of games, competitiveness, and sportsmanship to name a few aspects. Peer evaluations will also be in place to evaluate the interaction of our staff and leaders' helpfulness with players.

Registration: You and your partner can sign up for the “Wolf Bags” cornhole league by way of our online sign up page. If you hear about the league by way of a staff member, simply ask them for the link and it will be provided for you. If you are on campus you can register by utilizing the QR code on our information flyers found all over campus.

Ticket sales: “Wolf Bags” is a ticket free event. We do not process tickets, however we do send each participant a confirmation email that should be presented at the check-in table upon your arrival.

Food & beverage: Food and beverage services are not provided directly through “Wolf Bags”. However, our games are located in close proximity to multiple food options. Miller fields is just a quick walk away from Talley Student Union, Fountain dining hall, and Hillsborough street.

Waste management and sustainability: Our league will utilize the waste management services of the University. The university has appropriate trash and recycling cans located near Miller Fields, convenient for participant use. We will also provide necessary trash disposal. NC State is committed to creating a sustainable future. They focus on the reduction of materials, as well as, reuse and recycling. “Wolf Bags” values the same principles and will actively contribute to these efforts of sustainability.

Custodial services: Custodial services, if needed, are limited to rain dates when we relocate inside of Carmicheal gym. It is then when the wellness and recreation staff will clean the area we use. At miller fields custodial services are not necessary as it is an open outdoor space. The league will make sure to uphold our responsibility of leaving the area better than we found it.

Transportation services and parking: “Wolf Bags” suggests parking your vehicle in the Coliseum parking deck. This is just a short walk from both the entrance to Miller Fields and Carmicheal gym. Spaces are also available behind the gym off of Morrill Drive. Alternatively, the university’s “Wolfline” bus service has a stop located right next to the fields. These routes can take you both to and from the campus. Look on the campus website for even more parking options that may be more convenient for you.

Customer service: Our league strives to provide and care for all participants equally. Our staff members are trained by “Wolf Bag” leaders to provide the highest level of service. Our staff is well versed in all aspects of cornhole. If there are any rules disputes or general game questions they will be able to help. Additionally, our staff is prepared to answer any other questions that may make your experience better. For example, the best food options, or even other leagues and games for students provided through wellness and recreation.

Award ceremonies: The league is excited to crown the best cornhole team at NC State. At the end of the semester, two individuals will emerge victorious. After many weeks of seeding and our tournament play, “Wolf Bags” will hold an awards ceremony on Miller Fields. After the final

game, the victors will be recognized with their certificate and we will celebrate the money raised for NC State's Mental Health Task Force. This amount will be announced by a very special guest, Chancellor Randy Woodson.

Post event details and evaluation

Postevent promotions: “Wolf Bags” is thrilled to announce that we will be returning next school year, in the fall semester of 2023. Due to overwhelming student, faculty, and community support this semester, we met our goal of raising \$5000 dollars for the mental health task force. We believe this number is just the beginning and are excited to move forward in making NC State a healthier living and learning environment for our students. Pay attention to news regarding next year's league on Instagram and through posters on campus. Updated information and sign up links will be coming out soon. Spots fill fast, you don't want to miss this!

Postevent media coverage: “Statement provided by Wolf Bag leaders”: We would like to thank the entire NC State community. This year's “Wolf Bags” league was an overwhelming success. Participation and fundraising numbers were much higher than we initially forecasted. It was great to see everyone having a great time all while supporting a good cause. We can't thank you enough for putting us on the map as a great way to spend time with friends and get away from the stressors of everyday life. Your enjoyment proved to us that we achieved our goal of a competitive but respectful environment. This was so much fun for us as a league and we can say with your continued support, we will.

Sponsor follow-up: We can't thank the leadership of Carmicheal gym and wellness and recreation enough for their support over the semester. Their willingness to share space and

provide volunteers was the only way we could provide this opportunity to you all. They also played a key role in marketing this event. They deserve a ton of credit. Most importantly, thank you Chancellor Woodson for your support. We both share a common goal of improving the quality of life for our students. Your support since day one boosted us to where we are today and where we will go in the future.

Event evaluation: Upon reviewing our events and league play, we confirm that we attained great success in every area. The many days of play are very convenient for players who often have homework or other obligations outside of school. Participants loved the game of cornhole. Many are just getting into the game and now consider it as something they will do for the rest of their lives. Parking at the coliseum deck was perfect for our players. They were able to get to campus and find Miller fields in a timely manner without getting lost. Miller fields was an excellent venue for cornhole. The abundance of space allowed our large league to hold games without interfering with others and without feeling encroached upon. Its accessibility is unmatched and many other facilities just can not compare. Participants were thrilled with our pricing. We received many compliments on the affordability of our league in comparison to how much time players spend in gameplay. We were thrilled with the job that our staff and volunteers did. They accepted the challenge and delivered. For a whole semester, they upheld our values, created a top tier welcoming and playing environment. Their behind the scenes work allowed us to be successful.

Measuring economic impact: For a fundraising event, this league was extremely efficient. We raised more money than expected for our cause. Money for the NC State Mental Health Task

Force has many implicit benefits. Benefits which our students will begin seeing immediately. They will soon have access to more counseling, learning opportunities, and leisure events. We hope the community is able to see these enhancements. We believe that NC State can soon be a leader in student mental health and can be an attractive destination for students as they prepare for their future careers.