



PPU Carpetball Tournament

Elijah Wilson

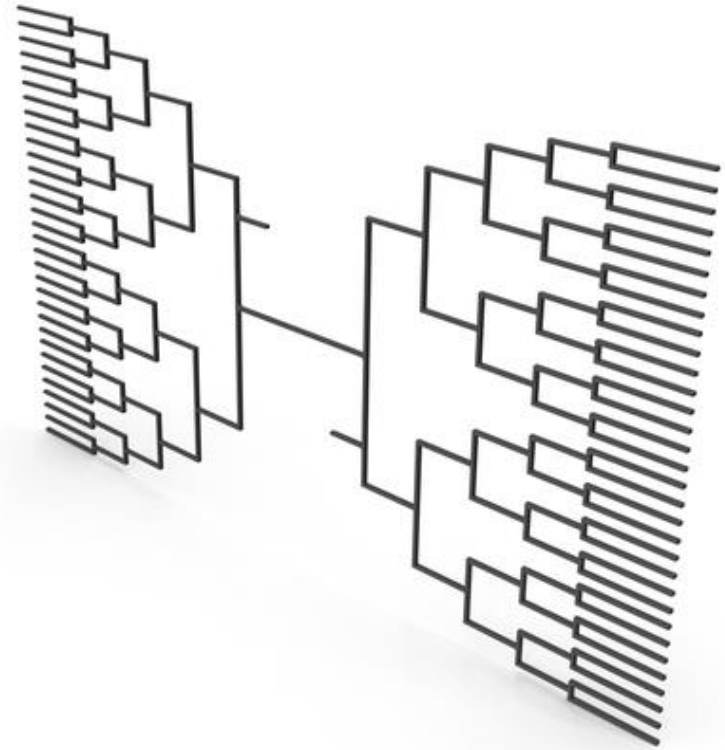
Event Proposal

SAEM 201DB

10 November 2021

Overview and Purpose of Event

- Carpetball Tournament
 - Up to 48 players
 - Free to all
 - Gift card prizes
- Pizza social
 - Meet new people
 - Bond with peers





Event Description

- Target Market
 - Point Park Students
 - Age: 18-24
 - Anyone is welcome
- When: October 22, 2021
 - 2:00-4:30PM
- Where: Lawrence Hall Ballroom

Competitive Analysis

- Benefits
 - On Campus
 - FREE!!!
 - Easy to play
- Conflicting events
 - Angels & Airwaves
 - "LIT AF Tour" Martin Lawrence



The poster for the LIT AF TOUR features a central logo with the words "LIT AF" in a stylized, outlined font, with a flame and a microphone icon integrated between the words. Below this, the word "TOUR" is written in a similar outlined font. The entire logo is enclosed in a rectangular frame with a purple and blue gradient. Below the logo, the text "HOSTED BY MARTIN LAWRENCE" is prominently displayed. Underneath, a list of featured artists is shown in a smaller, white font. At the bottom, a grid of tour dates and locations is provided, organized into three columns. The background of the poster is dark with a subtle, textured pattern.

HOSTED BY
MARTIN LAWRENCE

RICKEY SMILEY | DERAY DAVIS | BRUCE BRUCE
MICHAEL BLACKSON | LIL DUVAL | HANNIBAL BURESS
LIL REL | ADELE GIVENS | DONNELL RAWLINGS
JAY PHAROAH | B. SIMONE | EARTHQUAKE | TOMMY DAVIDSON

*LINEUP VARIES BY CITY

1/31 WASHINGTON D.C.	3/07 ATLANTA, GA	4/11 OAKLAND, CA
2/01 NORFOLK, VA	3/08 BATON ROUGE, LA	4/23 PITTSBURGH, PA
2/07 BIRMINGHAM, AL	3/12 TAMPA, FL	4/25 CHICAGO, IL
2/08 SHREVEPORT, LA	3/13 ORLANDO, FL	5/01 DALLAS, TX
2/14 COLUMBIA, SC	3/14 CHARLOTTE, NC	5/02 HOUSTON, TX
2/15 RALEIGH, NC	3/27 MEMPHIS, TN	5/08 JACKSONVILLE, FL
2/21 COLUMBUS, OH	3/28 BILOXI, MS	5/09 MIAMI, FL
2/22 DETROIT, MI	4/03 BROOKLYN, NY	5/16 LAS VEGAS, NV
2/23 INDIANAPOLIS, IN	4/04 PHILADELPHIA, PA	5/30 HONOLULU, HI
3/06 SAVANNAH, GA	4/10 ONTARIO, CA	

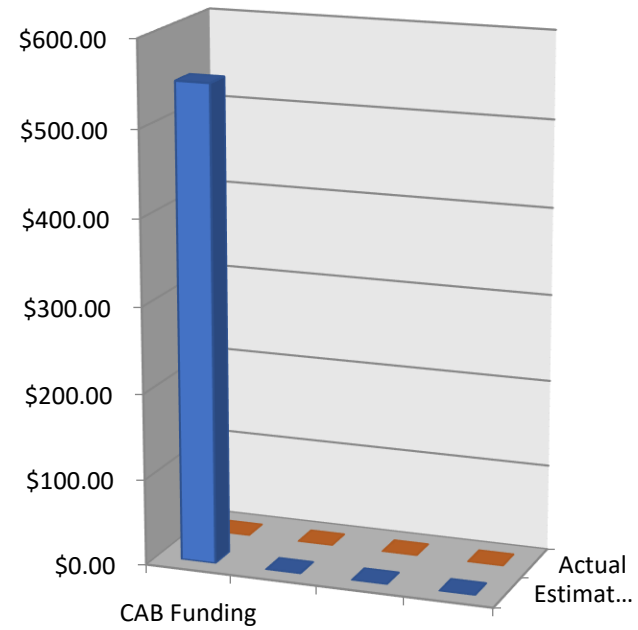
<https://www.7days7nights.com/blog/lit-af-tour-hosted-by-martin-lawrence-in-brooklyn/>

Advertising

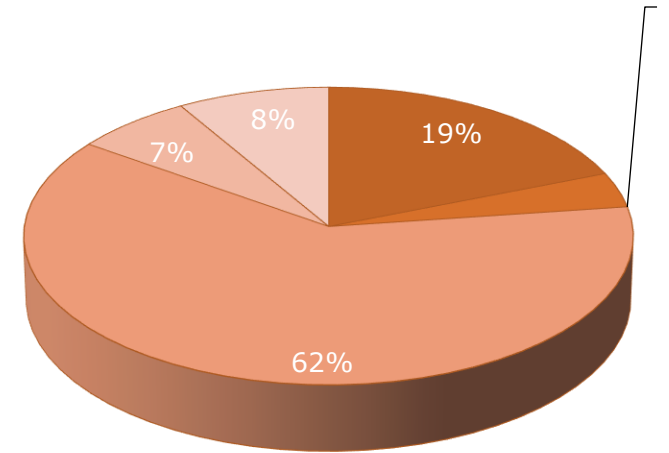
- Online
 - PPU Email
 - PointSync
- Social Media
 - Facebook
 - "Carpetball Tournament" event page
 - Instagram
 - Twitter
- Print
 - Flyers
 - Posters



Budget



■ Estimated ■ Actual



■ Decorations
■ Publicity
■ Refreshments
■ Prizes
■ Program

Budget



Expenses: \$577.50

Expenses: \$525.00

- Contingency (10%): \$52.50



Income: \$600.00

All funding from CAB

Services and Utilities

- Provide by venue
 - Electricity, toilets, waste management, cleanup, and security
 - Staff: registration table, game tables/refs, refreshment tables, and prize/bracket table
- PPU Volunteers
 - CAB Members/Committees
 - Any other volunteers

<https://www.pointpark.edu/studentlife/livingoncampus/housing/residencehalls/lawrencehall>



Organizational Chart



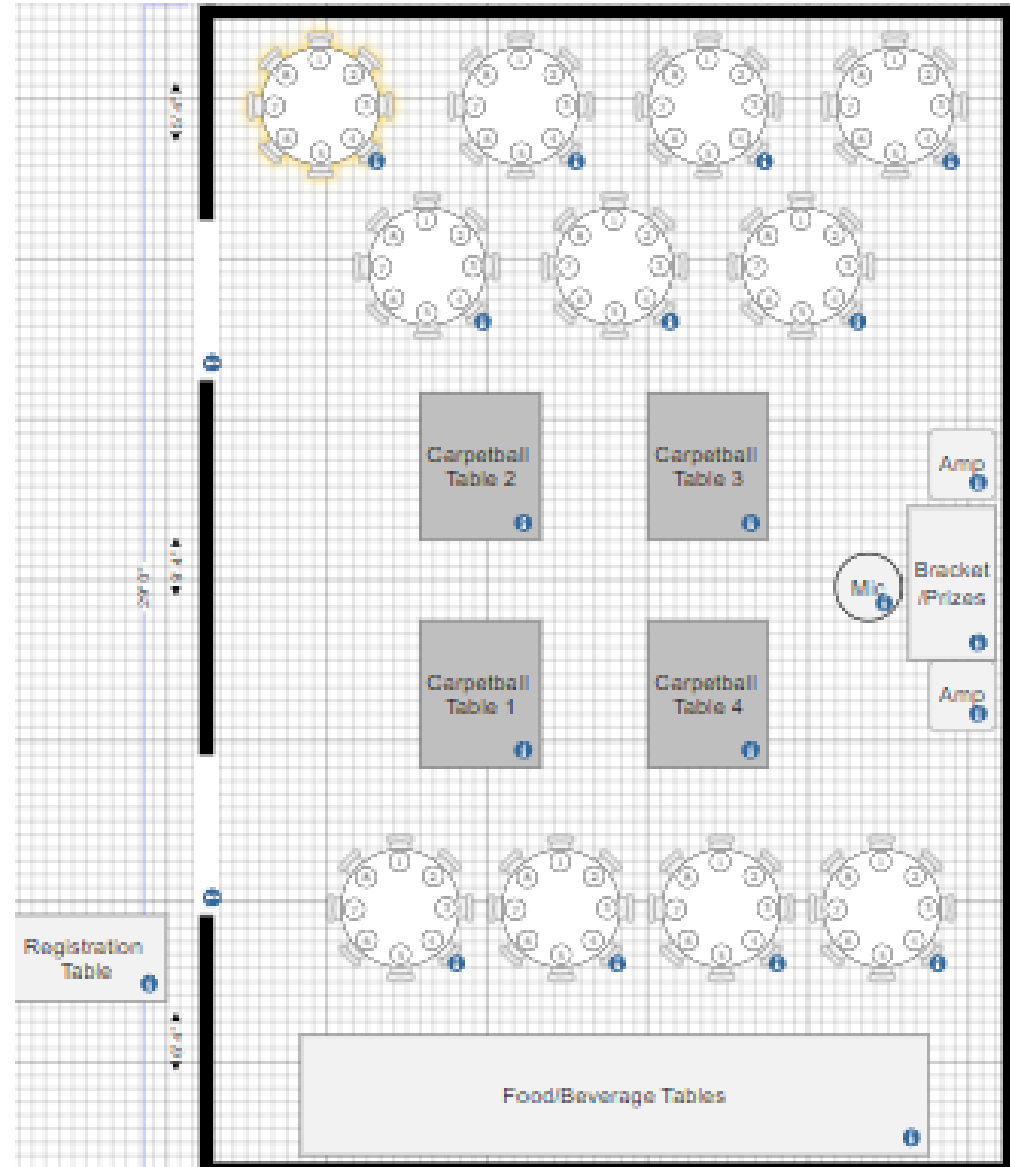
Event Staging

- Entertainment
 - Clean playlist/radio station
 - Played through amps
- Decorations
 - Warm tone string lights
 - Posters
 - Balloons (black and gold)



<https://www.luftballoonstore.com/products/helium-filled-gilded-latex>

Event layout/map



Refreshments/Prizes

- Food
 - Pizza from Genoa's
 - Variety of chips
- Beverages
 - Bottled water
- Prizes
 - Amazon gift cards
 - 1st \$20.00
 - 2nd \$15.00
 - 3rd \$10.00



<https://www.amazon.com/Amazon-com-Gift-Card-Mini-Envelope/dp/B071X4ZX3X>

Risk Management

- Damage to equipment
 - Refs
 - Extra billiard balls
- Food/beverage mishaps
 - Cleaning supplies
- Technical difficulties
 - Test connections
 - Back-up playlist



<https://www.ebay.com/itm/221242588597>

Runsheet

2:00pm		
Players and attendees arrive		
2:05pm		
Player registration begins		
Music begins to plays		
Attendees socialize and grab a snack if w		
2:15pm		
Tournament rules are read off		
2:20pm		
Tournament commences		
3:00pm		
Intermission/break for players		

3:10pm		
Tournament resumes		
3:45pm		
Tournament finishes		
Prizes are given to top players		
3:50pm		
Pizza and post tournament social		
4:20pm		
Social finishes and group photo is taken		
4:30pm		
Event ends		
Players and attendees leave		
Breakdown begins		

Timeline

Four Months Before Event

Get approval with CAB				
Get confirmation that carpetball tables will be available				
Start potential poster/flyer designs				
Create a budget				
Decide committee responsibilities				
Reserve gym				
Reserve official date and time for gym				

Two Months Before Event

Begin to put up posters and hand out flyers				
Begin weekly posts on social media				
Start to confirm player registrations				
Post event to Point Sync				
General email and update to all volunteers and committees				

One Month Before Event

Continued posts on social media				
Continued player registrations				
Get in contact with a pizza place that'll do a pretty big order				

One week Before Event

Bring and store equipment on campus				
Purchase Food and Beverages				
Final last minute registrations				
Daily posts on social medias				
Email sent to all players				

The Day Before the event

Final posts on social media				
Set up tables, speakers, and carpetball tables (could be day of depending on if gym is used the day before)				
Final run down of the agenda to committees and volunteers				

The Day of the Event

Plug in speakers and test connections				
Set up Food and Beverage				
Players arrive and get registered with wristbands				
"Refs" go to tables				
Confirm all volunteers know their duties				
Tournament takes place				
Results and awards				
Pizza social and picture				
Tear down and clean up				

A week after the Event

Send thank yous to all volunteers				
Send thank yous to CAB committees				
Send thank you to pizza place				
Event reflection				



Citations

- *Amazon.com. spend less. smile more.* (n.d.). Retrieved November 11, 2021, from <https://www.amazon.com/>.
 - *Catering.* Genoa Pizza. (n.d.). Retrieved November 11, 2021, from <https://genoapizza.com/catering/>.
 - *The National Carpetball Association.* Carpetball rules. (n.d.). Retrieved November 11, 2021, from <https://www.carpetball.org/rules.html>.
 - *Robot or human?* (n.d.). Retrieved November 11, 2021, from <https://www.walmart.com/>.
 - *Wholesale prices on top brands.* Sam's Club. (n.d.). Retrieved November 11, 2021, from <https://www.samsclub.com/>.
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