

Sundress and Sangria Boat Ride

Event Date 2-Sep-18

Concept Fundraiser

Chairman Leonard Hawthorne

Objective Host an amazing fundrasier to help with operations throughout the year, and build on Omega Psi Phi PBB Brand.

Attendance We had a total of 450 board the boat. The guest list included family,friends, executive council, distric council, greek org, and fraternity brothers.

Results

Marketing We did exceptioinally well with marketing, Majority of our efforts was put into marketing which included: Weekly happy hours, two day partys, videography, flyers on all social media plateforms
This marketing execution allowed us to gain a new following and build new business partners

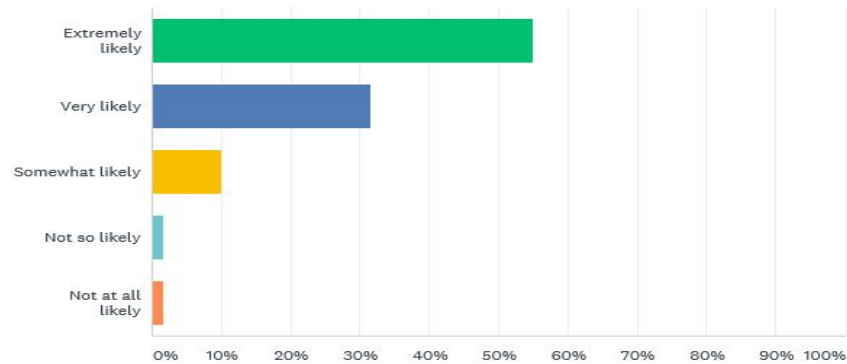
Operations From the pre-event to the dock was a smooth transition.
There were two separate lines for online sales and hard copy tickets allowing line

Recommendations

Begin Sponsorships at least year prior to the event
Possibly serve food on boat to cut expenses
Find another event and do the boat every other year
Capatalize on pre-event
Capatilize on bottom floor market
Leave Tooth Brush on second floor
Change after party location
Start boarding and departure earlier

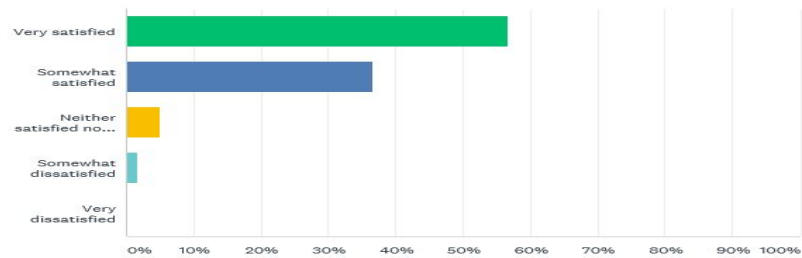
How likely are you to attend a similar event again in the future?

Answered: 60 Skipped: 0



Overall, how satisfied or dissatisfied are you with our company?

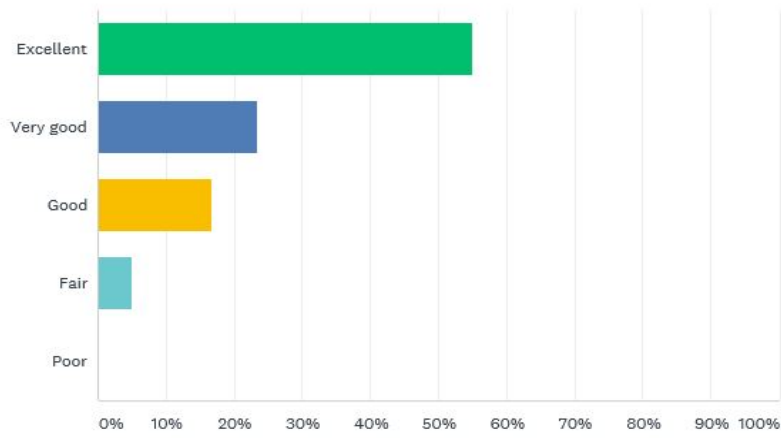
Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	56.67%	34
Somewhat satisfied	36.67%	22
Neither satisfied nor dissatisfied	5.00%	3
Somewhat dissatisfied	1.67%	1
Very dissatisfied	0.00%	0
TOTAL		60

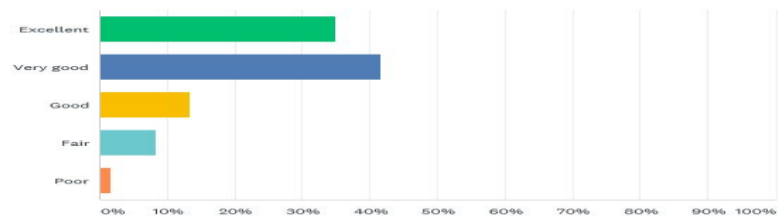
How would you rate the venue/location?

Answered: 60 Skipped: 0



Overall, how would you rate Sundress and Sangria Boat Ride ?

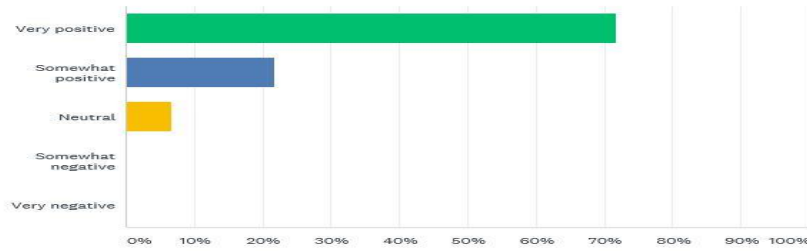
Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	35.00%	21
Very good	41.67%	25
Good	13.33%	8
Fair	8.33%	5
Poor	1.67%	1
TOTAL	60	

Overall, how would you rate the quality of your customer service experience?

Unanswered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES
Very positive	71.67% 43
Somewhat positive	21.67% 13
Neutral	6.67% 4
Somewhat negative	0.00% 0
Very negative	0.00% 0
TOTAL	60

Open Response

What did you like about the Boat Ride?

Music

Atmosphere

Multiple levels of fun

Organization

Live Band

Men of Omega Psi Phi Being attentive to guest

Free liquor and food and pre-event

What Changes would most improve our new service?

Better Food choices (dinner instead of breakfast)

Start time

Location

Go Back to the All White

Food on the boat

New Venue

Dj selection on the second floor and after party

Debit card machine on boat

Sundress and Sangria P&L

2018-Budget
\$20,000.00

2018-Expenses
\$21,392.00

2018-Income
\$28,509.00 \$

Debt
(400.00)

Total Expenses

The Colonel Boat	\$4,750.00
Moody Garden Hotel	\$12,562.00
Totals	\$17,312.00

Total Income

Tickets Sales	
Online	\$17,605.00
Hard Copy	\$8,904.00
Totals	\$26,509.00

Marketing

Wrist Bands	\$215.00
Fliers	\$350.00
Hard Copy Tickets	\$85.00
Day Party	\$390.00
Shirts	\$180.00
Totals	\$1,220.00

Sponsorships

Hilcorp Energy	\$1,350.00
Spivey Fundraiser	\$250.00
Tj Hair Cut	\$400.00
Totals	\$2,000.00

Entertainment

DJ Qholic	\$400.00
Afterparty DJ toothbrush	\$250.00
DJ Qunicy	\$300.00
The Unit Band	\$750.00
Totals	\$1,700.00

Miscellaneous

Security	\$840.00
Complimentary Drinks	\$320.00
Totals	\$1,160.00

Revenue	\$29,314.00
Expenses	\$21,392.00
Net Profit	\$7,922.00
ROI	#DIV/0!

