

# SOAP BOX DERBY®

## Soap Box Derby® Corporate Derby Challenge Program Description

The Soap Box Derby's Corporate Derby Challenge is an easy and proven revenue-generating strategy to help you conduct a flourishing Derby program. The Corporate Derby Challenge can be held any time of the year or can be combined with your local race. You may choose to run this event individually or partner with local organizations or charities.

In addition to raising a significant amount of revenue for your organization the program also extends the Soap Box Derby brand which gives you more opportunities to recruit Board members, volunteers, sponsors, racers, and media attention.

### Program Features

The program provides the opportunity for corporate teams to construct a Soap Box Derby adult car for team building exercises or the thrill of putting together these cars and racing them against other teams. The Soap Box Derby adult car is very similar to the Super Stock car with the exception of the shell and the airfoils. The assembly of the car takes about three hours and with your expertise can provide supervision with the construction to ensure correct production. Teams can test run the cars and compete against other teams. When the program is completed, their masterwork can be a showpiece.

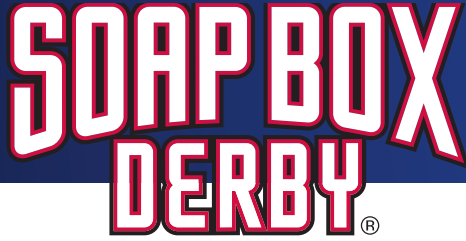


### Partnership Opportunities

Local organizations are always looking for new, creative and different ways to have a fun and successful fundraising event. By joining with these local organizations, you can tap into their resources for event planning and coordination, support, volunteers and advertising. Reach out to some of your local organizations, such as:

- Event Planners
- Hospitals
- Kiwanis
- American Red Cross
- Ronald McDonald House
- United Way
- Autism Society

Partnering with local Event Planners can provide an array of opportunities to promote the Corporate Derby Challenge to organizations looking for team building exercises or fundraising opportunities.



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## Ways to Advertise

There are many outlets to advertise this program with little or no cost to you. You can use your website or social media outlets such as Facebook, Twitter, and Instagram. These are great ways to advertise this new program.

You can also use your existing email database to spread awareness of the program and how it works. Your local newspaper is an inexpensive way to advertise this program as well. The more awareness you bring to the program, the higher your potential for revenue.

## Revenue Options

You can select how you want to run your Corporate Derby Challenge by determining your goals, expectations, and the level of involvement. The revenue options provided represent the revenue and profit potential based on 10 teams.

The numbers are approximate values and can differentiate based on many factors but are provided to show you the profit potential.

The Soap Box Derby Corporate Derby Challenge Program can help you conduct a quick and easy revenue stream to have a flourishing Derby Program. With the options available, you decide the level of your involvement. Contact the Soap Box Derby for more information at 330.733.8723.

Soap Box Derby Adult Vintage Car Revenue Options		
Description	Option 1   Individually	Option 2   Partner
<b>Expenses</b>		
Adult Car Kits	\$5,000	\$5,000
Shipping	\$500	\$500
Food for participants	\$700	\$700
Food for volunteers	\$100	\$100
Trophies	\$60	\$60
Total Expenses	\$6,360	\$6,360
<b>Donation to Partner (split)</b>		\$4,320
<b>Revenue</b>		
Entry Fees	\$15,000	\$15,000
<b>Profit</b>	\$8,640	\$4,320

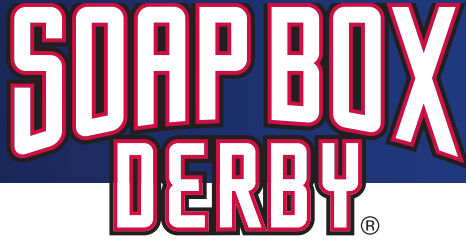
## Sample Schedule

### Corporate Derby Challenge Racer's Schedule

12:30 to 3:30 p.m.	Assembling and decorating car
3:30 to 4:30 p.m.	Dinner
4:45 to 5:15 p.m.	Practice runs
5:15 p.m.	Race Hearts begin

### Other Sample Activities

- Tailgating
- Fun runs in a Derby Car
- Food Truck fare for Purchase
- Kids Activities



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### 6 MONTHS OUT

- Form planning committee
- Hold first meeting
- Determine goals, objectives, budget, and committee member assignments
- Review previous year's events if this is not the first year -make adjustments as needed

### 4 MONTHS

- Create/Review marketing plan
- Create volunteer recruitment plan - target specific groups/ individuals that suit your needs, include plan for online recruitment, personal tasks, and social media marketing
- Confirm activities and entertainment for event - Decide what you want at the event and who will get what
- Determine theme and food presentation
- Confirm event day agenda
- Review budget and expenses

### 2 MONTHS OUT

- All marketing and promotions should be out and running by now - Final push for any new material
- Confirm that all entertainment and catering are booked
- Place order for kits or supplies that may take time to arrive
- Review current participation and volunteer numbers
- Review event timeline - nail down any ideas still up in the air
- Confirm set up and arrival times for group members and volunteers
- Create parking map and check-in instructions for volunteers and participants

### 1 MONTH OUT

- Follow-up with any participants still on the fence
- Final push for volunteers - phone call follow-ups, social media promotion
- Assign staff and volunteer duties for event day - schedule an orientation/ training for new volunteers if necessary

### 2 WEEKS OUT

- Prepare any paper materials needed
- Send reminder emails to participants and volunteers including tools to bring, parking map, waiver info and event agenda
- Confirm guest number with caterer (be sure to include staff and volunteers)
- Establish arrival, set-up and tear down time with all entertainment and caterers
- Send out reminders to staff as to who is required to bring what to the event

### 1 WEEK OUT

- Build heat sheet as soon as registration closes
- Send reminder emails to participants and volunteers including tools to bring, parking map, waiver info and event agenda
- Packup/set up supplies and equipment
- Stay up to date on weather forecast
- Communicate with staff and volunteers daily as developments occur

### DAY OF THE EVENT

- Set-up signage for event
- Set-up check-in area
- Put out all informational materials
- Briefly meet with staff and volunteers to be sure everyone knows their roles