

FEAR KNOT Martial Arts for Kidz Day of Champions 2016

Hello Fellow GCI Members,

I hope you enjoyed the segment I contributed on my recent *Day of Champions* event.

Here is some additional information and statistics that you may find insightful:

This was our 6th annual *Day of Champions*.

We had 104 entrants from our three schools this year.

The amount of entries has been about the same every year.

We charge \$7 per event for five events, in addition to the price (with a small mark-up) on their three boards.

It's been our experience that those who don't enter all of the events arrive and then decide that they want to do the other events, as well. But it's too late to change our entrant sheets, etc. So we encourage everyone to enter all five events from the start. Plus, they must enter all of the events in order to qualify for Grand Champion.

We purchased our boards from our local lumber company.

Our trophies come from our local sporting goods company, which supplies the area's schools with athletic clothing, etc.

Our medals come from Express Medals (expressmedals.com).

We increased our Facebook likes by 15 in one day after promoting a highlight video on our Facebook page. Members are sharing the video link with their friends. Of course, this helps our exposure—but overall, this event is a great way to bring our students and families together for a day.

We use separate order forms for the t-shirts. They are custom ordered in students' choice of color and paid in advance. We sold 90 shirts.

The entire process (everything) is systemized down to when we check the restrooms for cleanliness to when we prop open the doors to air out the school. Every year we find a couple of tweaks that streamline or improve the process.

The tournament runs like a finely tuned Swiss watch.

This year, our revenues were:

Entry Fees: \$3,795

T-shirts: \$1,323

Re-breakable boards, square targets and a few real boards: \$945

Total Revenue: \$6,063

Our costs were:

Boards: \$503

T-shirts: \$787

Medals: \$291

Trophies: \$312

Grand Champion Patches (4): \$13 (Ordered in bulk the first year)

Equip: \$473

Food for volunteers: \$94

Misc. Expenses: \$64

School Gift Certificates for Volunteers: \$500

Total Expenses: \$3,037

That's about it. I hope it helps you, should you decide to host a similar event of your own.

Thanks,

Keith Wilkes

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