

Sport Event Management and Promotion

Planning – Event Timelines

The importance of planning

- “Bad planning on your part does not constitute an emergency on my part.”
- **He who fails to plan, plans to fail.”**
- When planning for a year, plant corn. When planning for a decade, plant trees. When planning for life, train and educate people.” – ancient Chinese proverb
- “It pays to plan ahead. It wasn’t raining when Noah built the ark.”
- **“Expect the best, plan for the worst, and prepare to be surprised.”**

Establishing Timelines

Who is going to do **what** **when**.

Event Planning Process: Overview

- Sports event managers spend more time planning than actually executing an event
- Planning and building a team to execute the strategies and tactics go hand-in-hand

NOW

HOW
BUSINESS PLAN

WHERE
STRATEGIC
PLANNING

HOW DO WE GET THERE

WHERE WILL BE IN FUTURE



Your Project requirements

- Event proposal (Quick facts sheet)
- **Event timelines (monthly, event day)**
- Marketing plan
- SWOT analysis
- Budget
- Sponsorship proposals
- Contingency plans

Big Pieces

- Appoint the organizing committee
- Set clear objectives for the event
- Have a brainstorming session to gather ideas
- Propose locations/venues and dates
- Conduct preliminary site examination and recommend the best venue based on location, accessibility, suitability, infrastructure and facilities
- Draft quick facts sheet with proposed date/time, venue, program and activities
- Book the venue
- Propose the celebrity or charity for the event

Next steps

- Develop an event budget
- Develop side products
- Create a day of schedule of events
- Define staffing needs
- Sell sponsorships
- Book entertainment
- Advertise and promote the event to fans and non-fans
- Recruit, train and orient staff
- Setup and install the event
- Disassemble and move out the event
- Document the event for future sponsorship sales efforts
- Post event SWOT analysis

General principles:

- Avoid having to do things twice.
- Leave space (margin) for unforeseen delays.
- Keep budget cycles in mind in the timing of trying to obtain sponsors. When are schedules set when dealing with sports teams and celebrities?
- Confirm and verify your plans and timelines with everyone involved

Event Planning Process: Overview

- The **elementary task list** will form a list of deadlines for the event
- Use **Critical Task Analysis** to flesh out the needs for completing each task by the set deadlines
- Create an event timeline based on how you want your final product to look
- Create a month by month timeline (18-10 months)
- Remember your plans must reflect the goals of your event

Exploding Elementary Tasks

FAN FESTIVAL EVENT DATE: April 15

Elementary Task	Start Date	End Date
Develop an event budget	December 1	February 15
Identify net income/loss goal		
Estimate total expenses		
Estimate total revenues		
Determine sponsor revenue needs		
First draft budget		
Finalize budget		
Develop attractions and activities	December 1	March 27
Identify attraction areas		
Request and receive cost estimates		
Confirm roster of attractions		
Order signage		

Creating a Critical Dates Calendar

- Create preliminary deadlines for each elementary task chronologically, starting from the bottom and working backwards
- Identify start dates, allowing proper time to complete each task
- Some tasks with similar deadlines will take longer than others to complete
- The evaluation of tasks and their timelines is called **Critical Task Analysis**

Exploding Elementary Tasks

- Elementary Task: Invite VIP guests
 - Key activity: Design invitations
 - Decision points: Allocate budget for design, finalize logo, decide on VIP events/activities, set RSVP date, finalize accommodations, determine number of VIPs, decide printing date
 - Key activity: Print invitations
 - Decision points: Identify number of invitations to print, generate mailing list, determine timeline for design, printing and delivery, set deadline to send invitations

Using Critical Task Analysis

- Set a preliminary Critical Dates Calendar, then “explode” it to identify the component tasks for each elementary task
- Each elementary task may be compiled of multiple key activities and decision points
- Set deadlines for each key activity and decision point
- Be prepared to readjust deadlines to accommodate these secondary tasks

Staffing: Assign Responsibilities

- Critical Task Analysis can result in hundreds of line items on the Critical Dates Calendar
- It is helpful to add a row on this list identifying the person responsible for completing each task

Task	Start Date	End Date	Responsibility
Budget Expenses	Dec. 1	Jan. 3	DJ
Identify Attractions	Dec. 1	Jan. 10	EN

Detailed examples can be found in **An Insider's Guide to Managing Sporting Events**

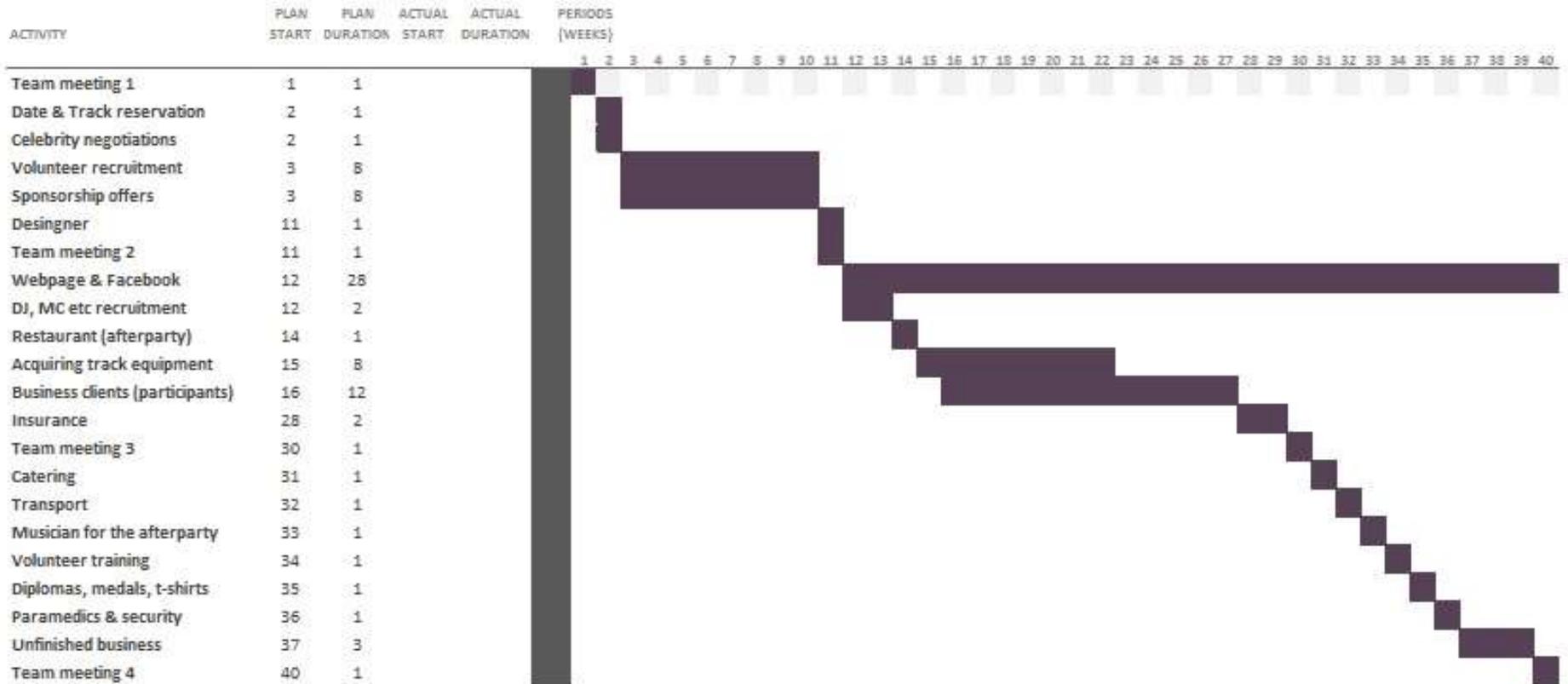
- The planning process is the foundation for successfully executing any event
- Critical analysis of tasks, deadlines, responsibilities and organizational needs is essential
- Be flexible with dates as you explode your task lists and calendars

March	April	May	June
<p>Send letters to potential teams.</p> <p>Negotiate host sight details. (Hotel and arena)</p> <p>Negotiate airline sponsor.</p> <p>Update website.</p> <p>Create fan recruiting brochure.</p> <p>Create cover letters for teams, parents, fans, sponsors and corporate guests.</p> <p>Sign graphic marketers to work up sponsor marketing campaigns for event.</p>	<p>Recruit desired teams at Final Four.</p> <p>Sign hotel and arena contracts.</p> <p>Plan fun activities for teams.</p> <p>Plan community outreach event.</p> <p>Sign contract with celebrity guest.</p> <p>Plan opening banquet and ceremonies.</p> <p>Send press release announcing celebrity guest.</p>	<p>Sign desired teams.</p> <p>Reserve transportation at sight.</p> <p>Reserve all venue supplies - tables, podiums, tents, ect.</p> <p>Negotiate fun activities.</p> <p>Finalize top tier sponsors.</p> <p>Create contingency plans.</p> <p>Create brackets.</p> <p>Review budget.</p> <p>Recruit volunteers.</p> <p>Send first press release announcing signed teams.</p>	<p>Finalize second tier sponsors.</p> <p>Negotiate contingency options.</p> <p>First tier sponsorship revenues due.</p> <p>Mail fan recruiting brochures and cover letters to families of teams.</p> <p>Order gifts for teams (balls, bags, jackets, t-shirts).</p> <p>Order corporate polo shirt gifts; sellable shirts and jackets; give-away t-shirts.</p> <p>Order banquet menu.</p> <p>Send press release announcing first tier sponsors.</p>
August	September	October	November
<p>Get all paperwork to schools.</p> <p>Reserve plane tickets.</p> <p>Visit host sight for final details confirmation.</p> <p>Set up community outreach event.</p> <p>Visit each attending team.</p> <p>Third tier sponsorship revenues due.</p> <p>Finalize brackets.</p> <p>Recruit corporate guests from corporate basketball leagues.</p> <p>Send press release announcing third tier sponsors.</p>	<p>Buy plane tickets.</p> <p>Paperwork back from schools. (Waivers, birth certificate copies, insurance applications...)</p> <p>Buy insurance.</p> <p>Send press release announcing community outreach event.</p> <p>Second press release announcing teams.</p> <p>Finalize marketing campaigns of event sponsors.</p> <p>Marketing signage completed and shipped to host sight.</p>	<p>Review contingency plans.</p> <p>Buy team and corporate welcome bag supplies.</p> <p>Plan airport runs.</p> <p>Third press release about teams with coaches anticipation quotes.</p>	<p>Assemble gear gift bags for teams.</p> <p>Assemble team and corporate welcome bags.</p> <p>Send press releases every 3 days leading up to event.</p>

Event preparation

Army run

Plan Complete



Event day schedule

7:30 - Check the bubble equipment

7:45- Meet with all the staff people and check the sound equipment, the publicity, the food staff and explain how to have to be all (orient volunteers)

8:30 – Meet with the players in the field's entry and do the players registration

8:45- Explain to the player the rules (referee) and try a little the bubbles

9:00 – Change the clothes and put the official equipment

9:15 – Warm up time

The matches are going to be two parts of 15 mins with 3 mins of rest between the parts and 2 mins to change the bubbles after the match, there are going to be two groups of 4 teams, both groups are going to play at the same time first 12 matches of group phase and then quarter finals, semifinals and finals. In the group phase the win is 3 points and draw 1 point.

9:30 - 1^o match in the group 1 and 2

10:05 – 2^o match in the group 1 and 2

10:40- 3^o match in the group 1 and 2

11:15 – 4^o match in the group 1 and 2

11:50 – 5^o match in the group 1 and 2

12:25 – 6^o match in the group 1 and 2

13:00- Give to the players the lunch that was prepared for them and count the points to know the opponents

14:13 - Say the opponents and the points

14:15 - 1^o Quarter final

14:50 - 2^o Quarter final

15:25 - 3^o Quarter final

16:00 – 4^o Quarter final

16:35 – 1^o Semifinal

17:10 – 2^o Semifinal

17:45 – Final

18:20 – Prices ceremony



Ultimate tournament schedule

ELITE POOL 1

Mixed Cake Masters USA
Liver Buds Oakland, Minneapolis
Politely F-ing Canadian Toronto, BC, Canada
View From Above Long Beach, CA
Schwino Oregon

TIME	Field 4-A	Field 4-B	Bye
10:00 - 11:15	1 v 3	2 v 4	5
11:25 - 12:40	1 v 5	3 v 4	2
12:50 - 2:05	4 v 5	2 v 3	1
2:15 - 3:30	1 v 4	2 v 5	3
3:40 - 4:55	1 v 2	3 v 5	4

ELITE POOL 2

1 **Globo Gym** Bay Area, CA
2 **North American Spotted Catbears** Has-beens, USA
3 **Fried or Fertilized** Washington
4 **Tomfoolery** Fremont, CA
5 **Beached Whales** Minneapolis, MN

	TIME	Field 6-C	Field 6-D	Bye
1	10:00 - 11:15	1 v 3	2 v 4	5
2	11:25 - 12:40	1 v 5	3 v 4	2
3	12:50 - 2:05	4 v 5	2 v 3	1
4	2:15 - 3:30	1 v 4	2 v 5	3
5	3:40 - 4:55	1 v 2	3 v 5	4

ELITE POOL 4

Cool Muscles CA/West Coast
ManBeerPig California, Pennsylvania, Colorado, Tennessee
All-Star Beach Ultimate Tour 2016 New York, NY
Downtown Brown DTB
CUT Camp Chicago, IL

TIME	Field 2-A	Field 2-B	Bye
10:00 - 11:15	1 v 3	2 v 4	5
11:25 - 12:40	1 v 5	3 v 4	2
12:50 - 2:05	4 v 5	2 v 3	1
2:15 - 3:30	1 v 4	2 v 5	3
3:40 - 4:55	1 v 2	3 v 5	4

ELITE POOL 5

1 **Team ERIC 1** mERICa
2 **Prop Joe's Eastside Hustlers** California
3 **Humiliswag** Ocean City, MD
4 **Good Job, Jenny!** Palo Alto, CA
5 **All-Star Tourists** All over the USA

	TIME	Field 3-C	Field 3-D	Bye
1	10:00 - 11:15	1 v 3	2 v 4	5
2	11:25 - 12:40	1 v 5	3 v 4	2
3	12:50 - 2:05	4 v 5	2 v 3	1
4	2:15 - 3:30	1 v 4	2 v 5	3
5	3:40 - 4:55	1 v 2	3 v 5	4



National Exhibitions and Tournaments

11 W. Main Street • Cincinnati, Ohio 45202
(513) 621-1090 • FAX (513) 621- 1091

N.E.T. Exhibitions

EVENT DAY(S) TIMELINE(S)

SUNDAY NOVEMBER 26, 2007

- 12:35 PM verify bus times for team pick-ups at airport for following day of team arrivals
- 12:50 PM verify hotel reservations/adequate space and rooms
- 2:00 PM site inspection of venues/areas to any problem areas found/take pictures of all areas/record information
(1 hour)

MONDAY NOVEMBER 27, 2007

- 7:50 AM verify flights of incoming teams are on time/notify buses if not
- 8:00 AM verify buses will be on time to airport/in proper working condition
- 9:50 AM departure of buses for teams 1 and 2 to airport for pickup
- 10:10 AM arrival of buses for teams 1 and 2 at airport
- 10:20 AM arrival of teams 1 and 2 at airport/greeting of teams at baggage claim
- 10:35 AM departure of buses for teams 3 and 4 to airport for pickup
- 10:55 AM arrival of buses for teams 3 and 4 at airport
- 11:00 AM departure of buses for teams 1 and 2 to hotel
- 11:05 AM arrival of teams 3 and 4 at airport/greeting of teams at baggage claim
- 11:30 AM arrival of teams 1 and 2 at hotel/check-in
- 11:45 AM departure of buses for teams 3 and 4 to hotel
- 12:05 PM arrival of teams 3 and 4 at hotel/check-in
- 2:00 PM departure of buses for teams 5 and 6 to airport for pickup
- 2:20 PM arrival of buses for teams 5 and 6 at airport
- 2:30 PM arrival of teams 5 and 6 at airport/greeting of teams at baggage claim
- 3:10 PM departure of buses for teams 5 and 6 to hotel
- 3:30 PM arrival of teams 5 and 6 at hotel/check-in
- 3:45 PM departure of buses for teams 7 and 8 to airport for pickup
- 4:05 PM arrival of buses for teams 7 and 8 at airport
- 4:15 PM arrival of teams 7 and 8 at airport/greeting of teams at baggage claim
- 4:55 PM departure of buses for teams 7 and 8 to hotel
- 5:15 PM arrival of teams 7 and 8 at hotel/check-in



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TUESDAY NOVEMBER 28, 2007 (BANQUET/BRUNCH)

- 7:00 AM verify kitchen and banquet hall use under preparation for banquet/brunch
- 8:00 AM verify settings, tables, food tables, and decorations use in place
- 9:00 AM registration/guests receive name badges and seating cards
- 9:30 AM doors open to banquet/brunch
- 9:45 AM guests seated
- 9:47 AM emcee presents anthems of nations involved/everyone stands up
- 9:50 AM welcome speech
- 9:55 AM seated for brunch and 2 tables at a time of 10 at each tend to buffet line
- 11:15 AM emcee announces guest speaker
- 11:17 AM guest speaker attends podium/races site down
- 12:40 PM guest speaker finished/site down/emcee comes back to podium
- 12:42 PM emcee thanks everyone for coming/gives explanation of community service "event" (????????????????)
- 12:47 PM dismissal of guests
- 12:56 PM give kitchen/banquet crew notice of banquet brunch completion

WEDNESDAY NOVEMBER 29, 2007

- 8:30 AM security/maintenance/operations arrive/doors open for workers
- 9:00 AM meeting with security, operations and others
- 9:35 AM arrival of teams 1 and 2 for practice/showdown to appropriate locker rooms and training room
- 10:00 AM practice begins for teams 1 and 2 (different gyms)
- 12:15 PM practice ends for teams 1 and 2
- 12:30 PM teams 1 and 2 clear locker rooms and training room
- 12:40 PM arrival of teams 3 and 4 for practice/showdown to appropriate locker rooms and training room
- 12:50 PM departure of teams 1 and 2 from facility
- 1:15 PM practice begins for teams 3 and 4 (different gyms)
- 3:30 PM practice ends for teams 3 and 4
- 3:45 PM teams 3 and 4 clear locker rooms and training room
- 3:55 PM arrival of teams 5 and 6 for practice/showdown to appropriate locker rooms and training room
- 4:05 PM departure of teams 3 and 4 from facility
- 4:30 PM practice begins for teams 5 and 6 (different gyms)



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6:45 PM	practice ends for teams 5 and 6
7:00 PM	teams 5 and 6 clear locker rooms and training room
7:10 PM	arrival of teams 7 and 8 for practice/shows to appropriate locker rooms and training room
7:30 PM	departure of teams 5 and 6 from facility
7:45 PM	practice begins for teams 7 and 8 (different gym)
10:00 PM	practice ends for teams 7 and 8
10:15 PM	teams 7 and 8 clear locker rooms and training room
10:25 PM	departure of teams 7 and 8 from facility
10:30 PM	final site inspection before tourney begins following day/finalize any last problems/cleaning crew puts on finishing touches
11:30 PM	when everyone out of facility/security locks doors

For next class turn in:

- 10-18 month timeline
- Event day timeline (every 15 minutes)

Sparta Hockey Game Day

3. částka	Forma prezentace v médiích	Popis	Moderátor	DI	Police v akci	Kamery
LIVE HRA	SCÉNA	PROMO: TOPYRKY / live HAZNY - live karty na koutě a poprosba - 3x				
LIVE HRA	GRAFKA/KLIC	PROMO: DE univerzám - hokejář do LIVE hry - 3x				
OO PROGRAMU ZARADIT POMISNIK PODPOROVANI PARTNERI/SPECIALNI DRESY/HOLD 2018 - BILA, Merkur, Semco, Louisa auto, Mamonard, Generalik, Sofrema Chari, Trosport, Kika, Prázdné gymnázium, FRE						
Přehled	GRAFKA - 3a	PROMO: Akce dresů HOLD v historii dresů	AND	xxx	xxx	xxx
		Text: 5 akcemi dresů byly dříve ho utvářeli odstartovala také akce speciálních dresů devátého ročníku SPARTA VZDÁVA HOLD. Čapjte se do akce, získáte jedinečný dres a zároveň podpoříte dobrou věc. Výšlek z akce půjde společně s výšlekm z akce věnovat dresů a je vstupného na konto Nadace pro děti a mládež, Vojenského fondu solidaritě a Asociace zdravotně znevýhodněných dětí ČR. Dresy můžete držet na webu www.sportbetzoo.cz .				
Přehled	SCÉNA	PROMO: Trosport tombola	AND	xxx	xxx	xxx
		Text: Na dleliním zápasě Sparty probíhá také Hokejová tombola. Za 50 Kč si můžete koupit los a věřit, že během tříti třetiny to budete právě vy, kdo si domů odnese minimálně 3000 Kč! 50% z celkové výhrané částky jde totiž pro věřec a 50% procent na dobrotu věc. V případě Sparty na nákas speciálních pomůček pro zlepšení herních schopností hráčů mládeže v celkové hodnotě 30 000,- Kč. Děkujeme, že pomáháte a hodně štěstí! AKTUÁLNĚ VYHRÁNO před dleliním zápasem: Kč 250,- Kč.				
Přehled	GRAFKA - 19_14_13_2019_POPISNIK	PROMO: Podkovník partnerů akce SPA vstává HOLD	AND	xxx	xxx	xxx
		Text: Společnosti MERCEDES, SPRINGER, ČESKÁ ZBRŮJOVKA, LOUISA AUTO, TICKETPORTAL				
1. komentář přestávky	SCÉNA, VIDEO	VIDEO: Armádní generál Ing. Aleš Opata - náčelník Generálního štábu Armády ČR	AND	xxx	xxx	xxx
		Text: Uvedení před videem - Armádní generál Ing. Aleš Opata - náčelník Generálního štábu Armády ČR + LIVE záběr po videu.				
	SCÉNA, GRAFKA	PROMO: LIVE záběr + scéna NIMÁDA	AND	AND	122 / 9 / 11 - 18	Kamera 4 REVIS
		Text: Pozdavení - Armádní generál Ing. Aleš Opata - náčelník Generálního štábu Armády ČR + LIVE záběr.				
Přehled	WEBSITE	PROMO: #KSPARTA - fotky na sociálních sítkách INSTAGRAM, TWITTER	AND	AND	xxx	xxx
		Text: Ukážte všem v DJ aněně co pro Vás znamená Sparta! Postupte na Instagram nebo twitter fotky s hashtagem #sparta a třeba právě vy se dostanete na koutě!				
Přehled	GRAFKA	PROMO: Sbělba s maskoty a ČESKOU ZBRŮJOVKOU	AND	AND	Trosport koutě	Kamera 3
		Text: Sbělba TRČEK s maskoty a ČESKOU ZBRŮJOVKOU				
Přehled	GRAFKA, SCÉNA	SOUTĚŽ: Galerie Herla - soutěžící	AND	xxx	Podium	Herla
		Text: Soutěž s AUTOMYČKA EXPRESS - správná odpověď 3) AUTOMYČKA EXPRESS - Větra: Poukas na odlišnosti mezi program v Automyčce Express v Galerie Herla.				
2. komentář přestávky	SCÉNA, VIDEO	VIDEO: plk. Mgr. Jan Švejdler - policejní prezident	AND	xxx	xxx	xxx
		Text: Uvedení před videem - plk. Mgr. Jan Švejdler - policejní prezident + LIVE záběr po videu.				
	SCÉNA, GRAFKA	PROMO: LIVE záběr + scéna POLICE	AND	AND	122 / 9 / 11 - 18	Kamera 4 REVIS
		Text: Pozdavení - plk. Mgr. Jan Švejdler - policejní prezident + LIVE záběr.				
Přehled	GRAFKA	PROMO: Tróale Miniturnage - promo - ARMÁDA a POLICE	AND	xxx	xxx	xxx
		Text: Jč o první přestávce nás čeká hokejové utkání 3. ročníku MINUTURNAGE SLOŽEK (23. V něm se utká tým Armády ČR vs Polcepní tým králověhradeckého a pardubického kraje.				
Přehled	VIDEO, GRAFKA, SCÉNA	VIDEO: 2 kněta Legenda Sparta, zapomenutí DFK (Vše-in)	xxx	AND	xxx	xxx
		Text: xxx				
Přehled	GRAFKA, SCÉNA	PROMO: Festtop	AND	xxx	xxx	xxx
		Text: 10. ročník akce Sparta vydává nově dresy věnovat. Po zápasě odjete do fanzóna na autogramiádu Slovem Dělede a Jeroného Blane a také se vyřazuje speciální tolečící s dleliním dně, kterou najdete ve Fanzóna vedle sektaru 101.				

Tampa Bay Lightning Pre-Game

WARMUPS												
N/S: L1 - PG Clock; L2 - L3 - Team Leaders/Matchup Stats					E/W: Bar - Team Leaders/Matchup Stats; GIP - Pregame Matchup w/ Clock							
TIME	CLOCK	RT	SPYDER	#	ITEM	VIDEO	AUDIO	DAK WRAP	BAR/BKT	GOBOS	SPOTS	PIPES
6:29:00	16:00	16:00	SEAR		PG WARMUPS title (Lakewood Ranch) Players on Cam mix w/ Headshots 2018-19 Stats (Tombstones)	CFIRE Cams w/CFIRE w/CG Keys	2018-2019 Warmup Mix	Lakewood Ranch	PG Team Leaders/ Stats 18-19			Blue Def.
					BOLTS NOTES title Bolts Notes 3/16 BOLTS NOTES title	CFIRE CG/Score Cam CFIRE		Lakewood Ranch				
					SPECTRUM LEAGUE LEADERS title 18-19 League Leaders 3/16 SPECTRUM LEAGUE LEADERS title	CFIRE CG/Score Cam CFIRE		Spectrum				
					NHL STANDINGS title NHL Standings 3/16 NHL STANDING title	CFIRE CG FULL CFIRE		Lakewood Ranch				
6:44:00	1:00	0:45			Players Finish Up PG WARMUPS title (Lakewood Ranch) ADVENTHEALTH 18-19	Cams CFIRE CFIRE	PA wrap BIG THUNDER	Lakewood Ranch Advent Health				
PRE-GAME B												
N/S: L1 - PG Clock; L2 - Matchup; L3 - Rotate Messaging (Social); 50/50; Netting; Recycling; Parking; iRadio; Ticket Packages; FI Hospital 17-18; 50/50; NHL Scores*)					E/W: Bar - Team Leaders/Matchup Stats; GIP - Pregame Matchup w/ Clock							
TIME	CLOCK	RT	SPYDER	#	ITEM	VIDEO	AUDIO	DAK WRAP	BAR/BKT	GOBOS	SPOTS	PIPES
6:44:45		0:45			BNR WEATHER 3/16	CFIRE-S VIDEO		Spectrum	Netting	Slow Rally		Blue Def.
6:45:30		0:15		2	RUMFISH GRILL 106 Rumfish Grill B-Roll	CFIRE CFIRE	Music mix w/GREG	Rumfish Grill	PG Radio			
6:45:45		0:15		3	CHEERIOS ZAMBABI title Zambabi on Cam > TRD CHEERIOS ZAMBABI title	CFIRE Cams w/CG L3rd CFIRE	Music mix w/GREG	Cheerios	Netting		SPOT ZAMBABI	
6:46:00		0:15		4	CFA ICE CREW title Ice Crew on Camera	CFIRE Cams	Music mix w/GREG	Chick-Fil-A	Netting			
6:46:15		0:30			CHICK-FIL-A FAN ZAM Fan Zam on Cam > Kelly Keena & Guests CHICK-FIL-A FAN ZAM	CFIRE Cams w/CG L3rd CFIRE	Music mix w/GREG	Chick-Fil-A	Puck IP		Spot ZAM	
6:46:45		0:15		105	MOSAIC DONATIONS Current Total: \$88,000 MOSAIC LOGO FULL	CFIRE CG Full CFIRE	Music mix w/PA	Mosaic Goals 4 Food	50/50			
6:47:00		0:15		106	KANE'S STAMMER DONATION SETUP Current Total: \$25,750 KANE'S LOGO	CFIRE CG Full CFIRE	Music mix w/PA	Kane's Furniture	50/50			
6:47:15		0:15		5	KANE'S/POD SCORE 3 - SETUP	CFIRE	"Instrumental" mix w/GREG	Kane's/POD	50/50			
6:47:30		0:15		107	TIRE CHOICE TRIGGER PROMO - SETUP	CFIRE	Music mix w/PA	Tire Choice	Netting			
6:47:45		0:15		6	WENDY'S STICKS 4 STACKS - IF	CFIRE	"Instrumental" mix w/GREG	Wendy's	50/50			
6:48:00		0:15		7	BUD LIGHT KING AND QUEEN title King & Queen in Chairs @ 218 > Jacob & Dara Rosenzweig Bud Light King & Queen of the Game BUD LIGHT KING AND QUEEN title	CFIRE Cam 6 w/CG L3rd CFIRE	Music mix w/GREG	Bud Light	50/50		SPOT 218	
6:48:15		0:15			Logo 6	CFIRE-S VIDEO		Logo 6	Text Prob.			LIGHTS DOWN

N/S: L1 - PG Clock; L2 - L3 - Team Leaders/Matchup Stats

E/W: Bar - Team Leaders/Matchup Stats; GIP - Pregame Matchup w/ Clock