

2024 Larry Bishop Summary

Silvertips

Information Bulletin

1. Sent it out three times
 - a. kept adding information as I received it

Instagram page for Larry Bishop

1. Good to have its own page
2. Posted information about admissions, schedule, background information on Larry Bishop, etc...
 - a. Recommend a dedicated person to stay on top of all information during the weekend
 - b. Post pictures, and game scores, opening closing ceremonies etc...
 - c. 387 Followers
 - d. 83,177 Impressions
 - e. 3,496 por interactions
3. Used Instagram because most players use Instagram
4. Possibly could have had RMLL repost more if used Twitter
5. Graphic templates done ahead of time, able to just add information
6. Best to dedicate one person to do this job

Admissions desk

- a. Volunteers
 - i. Had 3 people for admissions for first two days
 - ii. 2 on admissions & programs
 - iii. 1 50/50
- b. Programs
 - i. Ordered 175 programs, sold about 75 \$2 each
- c. Game Passes
 - i. used coloured wristband for single game, day and weekend passes
 - ii. Had a security person at the second level to watch wrist bands (entrance to viewing area on the second level)
 - iii. Used two people during first two days at admissions
 - iv. Credit card/debit (tap) and cash accepted
- d. Purchased our own portable wi fi, helped to speed up credit card payments, and didn't have to deal with rink wifi cutting us out after so many hours of use
- e. \$17,000 in admissions
- f. 50/50
 - i. Had a Progressive 50/50 with a QR code
 1. This one didn't do as well, maybe more promotion needed?
 2. Had the QR code in the program and at admissions

- ii. 50/50 cash for each game
 - 1. Approximately \$50-100 per game (on the cash 50/50)
 - a. Size depending on who was playing, local teams more, away teams less \$
- iii. \$1400 collected both cash and rafflebox

Live Stream

- a. We used Crow Lax
 - i. Having someone else deal with any and all live streaming was great!
 - ii. The facility didn't have hard wired internet (there was an issue at their end)
 - iii. Crow lax team dealt with it
- b. Total cost for crow Lax \$4300 (including hotels, meals and live stream)

Views:

Larry Bishop				
Date	Time	Type	Game	Views
02-Aug-24	5:00 PM	Round Robin	Shamrocks vs Silvertips	858
02-Aug-24	8:15 PM	Round Robin	Rebels vs Mavericks	1036
03-Aug-24	5:00 PM	Round Robin	Blizz vs Rebels	1048
03-Aug-24	9:00 AM	Round Robin	Shamrocks vs Blizz	952
03-Aug-24	12:00 PM	Round Robin	Silvertips vs Mavericks	808
03-Aug-24	8:00 PM	Round Robin	Shamrocks vs Mavericks	1026
04-Aug-24	12:00 PM	Round Robin	Rebels vs Shamrocks	1426
04-Aug-24	5:00 PM	Round Robin	Mavericks vs Blizz	1350
04-Aug-24	8:00 PM	Round Robin	Silvertips vs Rebels	1619
04-Aug-24	9:00 AM	Round Robin	Silvertips vs Blizz	931
05-Aug-24	1:00 PM	Championship	Mavericks vs Blizz	1837

Game MVP

- 1. Sponsorship by a company
 - a. Hoodies (Larry bishop and POG on them) and a goodie bag

Merchandise

- 1. Sent out forms ahead of time to the teams to purchase swag in the information bulletin
 - a. Follow up to ensure all information was sent in a timely manner
 - b. Sold \$3500 in swag to attending teams
 - c. It was delivered the day of the opening ceremonies

Vendors

- a. Had Chex and Penalty Box Shorts set up on day two
- b. They both left early

Hotels

1. Difficult to block book hotels, and only let them know one week ahead if they will be used.
2. Terry has his own contacts for hotel stays, maybe connect with him prior to counting his team as part of your room block
3. We had 10 rooms used in the room block (blocked 40 rooms)

Game Volunteers

- a. Asked our parents to volunteer 7 - 2.5 hour shifts
- b. Parents stepped up and helped out
- c. Told parents, about the volunteer commitment at the beginning of the season, Larry Bishop volunteer hours was above regular season volunteer hours

Game Box

- a. people in the box were hand picked ahead of time (started this process at the beginning of the season)
- b. This wasn't part of the volunteer call out, separate group of parents volunteered for this
- c. Had the same people volunteering for all the games

Concession

1. Had hot meals for lunch and Dinner
 - a. Meals donated by parents
2. Sold chips, cookies, candie cups, water, Gatorade, pop, coffee, muffins etc.... (Cookies. Muffins, baked goods donated by families)
3. Concession made \$3,000

Beer Gardens

- a. Had 948 Brewery run the beer gardens
 - i. Worth having a third party run it
 - ii. They took care of the Liquor Licence, provided employee to pour, and they supplied the beer
 - iii. They sold \$1800 worth of beer
 - iv. Some people asked about non beer, but only had three ask
 - v. We couldn't have beer in the stands, otherwise I think we could have sold more???

Ref's room

- a. Supplied a cooler of Gatorade and water & clif bars
- b. Restocked after each game

Extra Medical Staff

- a. Dr Presley on Call for the trainers
- b. Arranged a phone call the week of the event with the trainers and Dr Presley to review his role and how he would help during the event

Silent Auction

- a. Had the auction set up in the main lobby
- b. All donated items from parents/businesses
- c. Silent Auction did \$6700

Total Expenses	Total Income	Total Profit
\$ 12,454.86	\$ 41,016.66	\$ 28,561.80

Income Breakdown

Concession	\$ 3,178.85
Admissions	\$ 17,387.00
Silent Auction	\$ 6,770.00
50/50	\$ 1,411.50
Sponsorships	\$ 8,000.00
RMLL Floor	\$ 4,269.31
	\$ 41,016.66

Expenses Breakdown

Floor	\$ 4,269.31
Supplies	\$ 2,250.38
Photography	\$ 750.00
Honoraium	\$ 500.00
Raffle Box	\$ 41.90
CrowLax Hotel & Food	\$ 2,094.89
CrowLax TV	\$ 2,200.00
Credit Card/Square Fees	\$ 348.38
	\$ 12,454.86