

# HHS Football Pigskin Picnic

## EVENT PLANNING GUIDE

The annual Pigskin Picnic has become a cherished tradition in the Hudson High School Football program. This event serves as a great opportunity for football families to work together to create a memorable community event while raising money for the Raider Football program. Traditionally, sophomore parents plan the event.

The success of the Pigskin Picnic is attributed to the amazing contributions from our parents and local businesses and unwavering support from our community. Below is a blueprint developed to aid in the planning of the Pigskin Picnic. This is meant only to serve as a guide; feel free to add or make changes as you see fit.

**OBJECTIVE:** Create a memorable community event giving football families an opportunity to meet other football families, build relationships, provide an opportunity for youngsters in the community to see and meet the Raider football players, and to raise funds to benefit the HHS Football Program.

**HS Football teams** - The coaches and players coordinate a scrimmage during the Pigskin Picnic. It's a fun opportunity to watch the boys on the field pre-season and connect with the other football families.

**COMMITTEE STRUCTURE:** Generally, it works best if two sophomore parents co-lead the Pigskin Picnic. These team leads would then build a committee of approximately 5-6 people who each take responsibility for one of the categories listed below. The Benchwarmers will assist the committee in communicating event day volunteer needs.

### **EVENT PLANS:**

Below are the 4 main categories that make up the Pigskin Picnic. We recommend finding a volunteer to take the lead for each category.

- 1. Concessions** – food and drinks are sold throughout the event. Menu options are purposely light to make it easier to manage. (i.e. Hot Dogs, Chips, Water, Soda, Gatorade)

#### **Concessions Team Lead Duties:**

- Menu planning
- Securing food & supplies (Benchwarmers will provide payment)
- Determine food pricing (we recommend offering a “meal” option to include main dish, chips, and drink).
- Coordinate signage with food/price options

- Determine how many volunteers should be included on the Sign-Up Genius for concessions (grilling, concession stand sales & support)
  - Secure money boxes for each serving station. (Benchwarmers will provide starting cash.)
2. **50/50 Raffle** – This is usually an easy (and popular) piece of the fundraising efforts for the event! Tickets are sold for \$1/ticket with half of the proceeds going to the winner and other half to the football program. Tickets are usually sold at the entrance, but it's also helpful to have volunteers walking around selling tickets.

50/50 Raffle Team Lead Duties:

- Determine ticket prices – (i.e. 1 ticket for \$1 / 6 tix for \$5 / 25 tix for \$20)
- Secure raffle tickets. (There are usually leftover tickets available from past years, but they can also be purchased on Amazon or at Walmart if needed.)
- Secure containers to hold tickets (ice cream pails, fanny packs, etc...)
- Secure money bags to hold cash collected.
- Determine and communicate raffle timing with event coordinators (i.e., end sales at 7:30, MC announces winner at 7:45pm)
- Create signage for buckets with ticket prices
- Collect \$ after winner pulled (you can decide if you want to have a single winner or do it in waves.)
- Deliver funds at the end of the event to a Benchwarmers Board Officer.

3. **Silent Auction** - this is one of our bigger fundraisers during the picnic. Contributions traditionally come from families and local businesses who would like to donate new items to the auction.

Silent Auction Team Lead Duties:

- Create a silent auction committee to help divide and conquer the collection of donations. (The more donations, the better! Tap into the HHS Football community to help secure as many products, goods, and services as possible.)
- A template for keeping track of donations, values, minimum bids is available. (Ask the Benchwarmers for this information.)
- Secure tables for displaying donations at the event and create auction sheets to be displayed with each item. Bring pens to use during the auction activity. (tables can be arranged through the school. Also suggest bringing tape to secure auction sheets to the table.)

- 4. Kid Games/Events** – (You are welcome to charge for kids to play games or participate in events, but feedback from past committees is that allowing kids to play and participate at no charge - or a nominal fee for a wristband - makes for a more enjoyable experience for everyone involved.)

Kid Games/Events Team Lead Duties:

- Create a Kid Games Committee
- Determine which games/events will be available. Below are a list of games offered in the past as a suggestion:

-Tug-of-war (school has a large, long rope)

-Bounce House/ other inflatables (consider having a local business sponsor the cost in exchange for signage on or around the bounce house)

-Field Goal Kick (this is always a big hit)!

-Face Painting Artist (another big hit)!

-Any other carnival style game/activities

Note: Kids love winning little prizes even if it's as simple as a piece of candy.

**MISC ITEMS:**

**Marketing** – The success of the event really relies on how well the event is communicated to the public. Consider assigning one person to take the lead on marketing.

Marketing Team Lead Duties:

- Create flyer to be published on all social media platforms, displayed in business windows, etc...
- Secure a vinyl banner to be displayed outside of the football stadium one week prior to the event. (Coordinate with HS Athletic Director.)
- Communicate event to Hudson Boosters Football program, Middle School Football program.
- Send flyers home with ABC and Raider Pride Football camp participants.

**Volunteer MC** – An MC can make all the difference with this event. It's nice to have someone designated to promote concessions, raffles, recognition to donors and other misc. items. Provide the MC with a finalized agenda once you have it planned so they are prepared.

**Music** – Have someone designated to play a prepared playlist at the event.

**Onsite Apparel** – Onsite Apparel has done a pop-up shop at the event which is great for drawing people to the venue!

**Raidaires-** The Raidaires have performed during the Pigskin picnic if their schedule allows. It's worth asking if they'd like the opportunity to perform as this would help draw more people and the kids like to see them perform!

**Miscellaneous Items** – there are several other misc. items to consider when planning the picnic.

- Need start up cash \$600 (200 - \$1's / 200 - \$5's / 200 - \$10's) – work with board to secure (Note: we often find ourselves short on \$5's and \$10's)
- Donations bucket at door with raffle ticket sales for those who just want to donate to the program independent of purchasing tickets.
- One great fundraising idea is to ask local businesses to sponsor the event. A banner showcasing the sponsors could be displayed at the front gate.
- Event co-chairs should collect all money at the end of the event and deliver it to a Benchwarmers Board Officer.

The Benchwarmers are here to support your efforts and we look forward to carrying on the Pigskin Picnic tradition!