

2018 RivALZ Columbus Committee At-A-Glance

Marketing Committee

Main objective: Drive exposure and awareness of RivALZ Game Day as well as all events and fundraisers leading up to the game

General expectations: While the marketing committee has a steady flow of tasks throughout the season, time commitment and workload can vary by the role of each committee member.

Example tasks include: updating the RivALZ website, writing social media posts, creating Facebook events, contacting local media outlets and designing graphics.

Recruitment Committee

Main objective: Gain participation of players, coaches, volunteers and committee members to assist in growing and enhancing the event and funds raised

General expectations: The recruitment committee completes the majority of their tasks early in the season and trails off towards the end once the teams are formed.

Example tasks include: brainstorming creative opportunities to reach new participants, canvassing in the community and engaging other organizations such as sports leagues or other young professional groups.

Sponsorship Committee

Main objective: Attain sponsors for RivALZ Game Day

General expectations: The sponsorship committee completes the majority of their tasks early in the season, maintaining sponsor relations through RivALZ Game Day.

Example tasks include: brainstorming companies to pitch sponsorship opportunities to and reaching out to prospective sponsors via phone or email.

Logistics Committee

Main objective: Responsible for all coordination of details and logistics for RivALZ Game Day beginning to end

General expectations: The logistics committee completes the majority of their tasks towards the end of the season culminating in all the coordination of RivALZ Game Day.

Example tasks include: creating and planning half-time presentation, securing referees, coordinating concessions, reaching out for barrel of booze donations, working with venue to ensure proper equipment is available for the game and creating the playlist.

Fundraising Committee

Main objective: Plan fundraisers leading up to RivALZ Game Day and help support participants in reaching their fundraising goal

General expectations: While the fundraising committee has a steady flow of tasks throughout the season, a lot of planning activities much take place in advance of each event.

Example tasks include: reaching out to local bars, restaurants, fitness studios to coordinate fundraisers, brainstorming new tactics to assist participants in raising money and researching additional opportunities to fundraise leading up to RivALZ Game Day.