

The Award Winning

Malibu Rotary Club Surfwriter

May 25, 2016

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President David Zielski

Edited by Dr. John W. Elman

Pictures by Dr. John W. Elman and Delvin Glymph

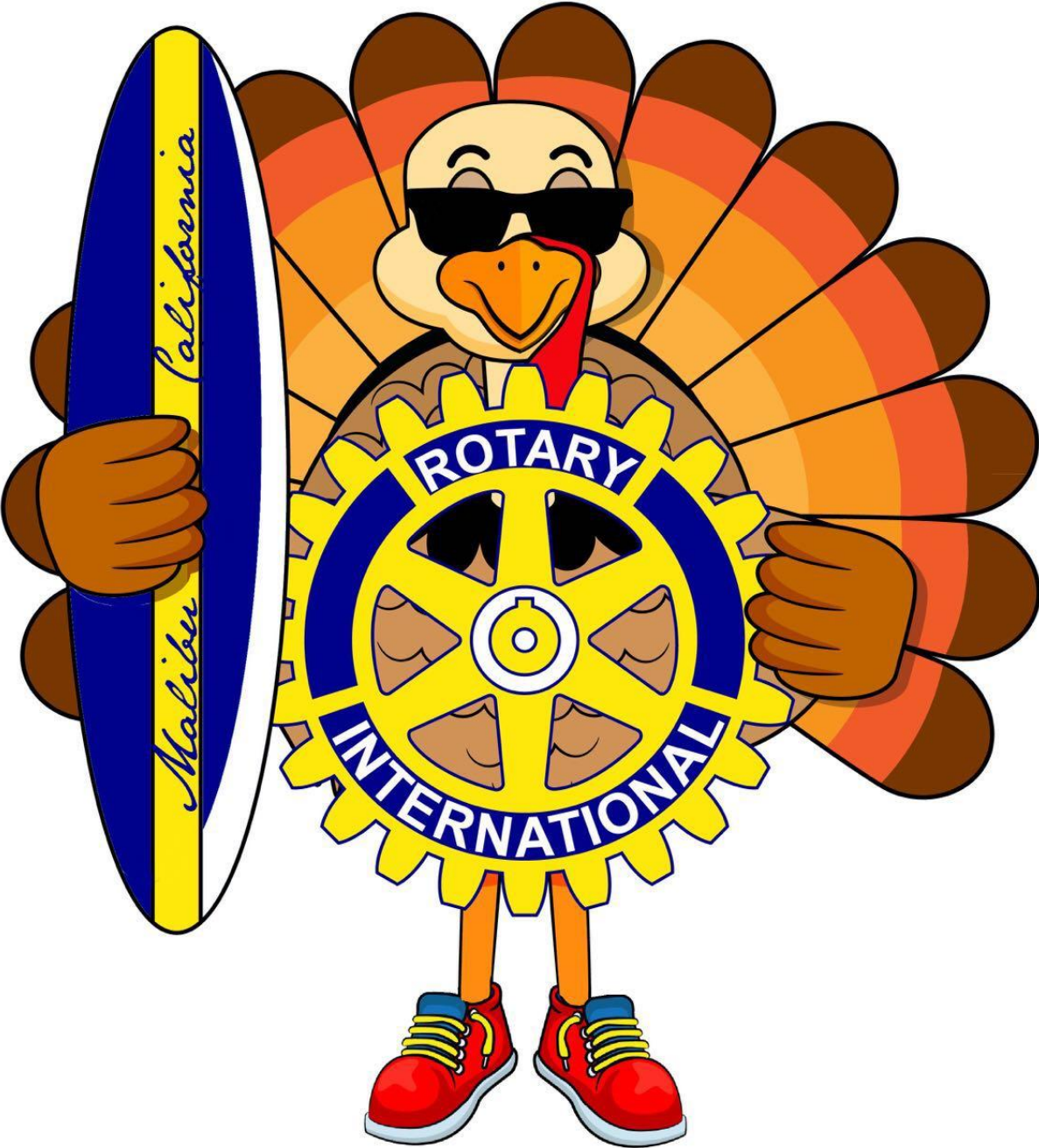
In This Issue (click underlined topics for web link when connected to the Internet)

- Last week Malibu Turkey Trot Plans
- Malibu Rotary Club Preliminary Meeting on Turkey Trot Run-Walk to be held Thanksgiving morning at Trancas Beach
- Other News and Guests at Last Malibu Rotary Club meeting
- Next Regular Malibu Rotary Club Meeting June 1 at Pepperdine Graduate Campus Room LC 152 with fellowship at 11:30 a.m. and meeting at noon. Speaker will be Helene Eisenberg of Malibu Urgent Care
- Malibu Rotary Club Supports RainCatcher.

Check [Calendar](#) on Malibu Rotary website www.maliburotary.org

- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website: www.rotary5280.org/
- RI President (2015-2016) K.R. Ravindran
 - Rotary District 5280 Governor (2015-2016): D.J. Sung

**Malibu Turkey Trot Run-Walk-A Malibu Rotary Club Fund
Raising Event to be Held Thanksgiving morning at Trancas Beach**



The Malibu Rotary Club is planning a fundraising, and health promoting, event on Thanksgiving morning, November 24 at Trancas Beach—The First Annual Malibu Turkey Trot. It will be a 5 K Run and Walk, with the 5K run starting at 7:00 a.m. and a shorter family walk starting at 8:30 a.m.

The Malibu Rotary Club meeting April 27 was led by Malibu Rotary Club President-Elect Delvin Glymph, who contributed a rough draft of a logo that might be used for publicity and event T-Shirts. More recently Delvin has been updating the logo. The graphic above is one of the versions

At the Malibu Rotary Club meeting various jobs for club members and others were discussed. Several people would be looking into T Shirt prices (Delvin, Jack Sherrer) and Jack would work on getting sponsors, and Delvin and Carlye (who wasn't present) in charge of volunteers—any many volunteers are needed for such an event. Bianca said that she would work on getting water donated by such places as Vintage Grocers, CVS and Pavillions. Fees charged to participants were tentatively going to be \$40.00 for adults and \$20.00 for children

Rotarians attending the April 27th Malibu Rotary Club meeting felt that sponsoring the Malibu Turkey Trot was a viable idea and with everyone doing his/her job, and with the right publicity this should be a successful event.

Although we agreed that at least half the proceeds from the event should go to Malibu Rotary Club charities a cause that has been brought to our attention is the Malibu Urgent Care. If they can provide volunteers and support they may be partner with Malibu Rotary Club. Helene Eisenburg of the Malibu Urgent will be speaking to the Malibu Rotary Club on June 1.

Delvin presented the following overview of Malibu Turkey Trot as Beth Pearcey Neal, who was Chair of the Malibu Chamber of Commerce in 2013 and is Director of Sales and Marketing for the Malibu Golf Club and has knowledge about how to do a 5k or 10k run.

Overview

- **Suggested route** will be in the Zuma/Westward area
- No budget, costs will be paid from the guest tickets

- Route will have a 5k and then a Family Fun Run (1 mile)

- Timing

- 7am Registration
- 8am 5K begins
- 8:30am Fun Run begins
- 9:30am Post Race Party in the Vendor Village
- 11am Wrap

Budget

Goals

200 runners - \$8000.00

\$6000 in sponsorship dollars

Total revenue - \$14,000

Costs - \$7,000

Net - \$7,000

REVENUE

- Estimated Entries and Registration Cost per entry - \$40pp, under 18

\$20pp

- Estimated Sponsors and Cost per sponsor

COSTS

- T-Shirt Cost Per Entry
- Bag Cost Per Entry

- Race Number Cost Per Entry
- Portable Restroom Cost
- Traffic Control Cost
- Water Cost
- Timer/Chip Cost
- Insurance Cost

Needs

- Identify a Charity who will benefit from the TT, how much will we give that charity from the ticket?
- Route design
- Logo design
- Rotary website with a page covering all the TT details
- Sponsorship ‘Sell Sheet’
- In-Kind
- Water, promo items, energy bars, fruit
- Financial
- Cover the costs of the vendors.
- Goes to Rotary and 2016 selected Charity
- Vendors
- Registration with Eventbrite -outline of the process and training for Team Lead!
- Waste Management

- Porta Potties
- Event Rentals
- Beaches and Harbors permitting
- Chip Timing
- Insurance (done)
- Event photographer/video
- Race numbers

Job Descriptions - Need a Board Member to manage each category!

Budget

- Need someone to manage the tickets sales and budget for the event.

Sponsorship

- Create a sponsorship sheet that outlines all the opportunities for financial or in-kind commitment.

Sell the TT in town!

- Get swag for the goodie bags! Get the actual bags as well!

Advertising and Marketing

- Design the logo.
- Get a media sponsor.
- Post advertisements on and off line.
- Get editorial.
- Signage for the route!

Registration

- Handle the entire registration process, including Eventbrite management, liability waivers, check in, goodie bag distribution

Volunteers

- Recruit Volunteers and manage their schedule for race day. Some of those responsibilities may include registration, race docents, clean up, help with sponsor set up, etc.
- Race route, budget, meeting management, event management, permits, event vendors, installation, clean up, First Aid/EMT.
- I will train each Board member on their category! Each meeting we will get reports from the team leads!
- I will create a contract of my services for you to sign. This will overview all of the items that I will provide as a donation. I would want to add to that contract that if you plan on doing the Turkey Trot in 2017 then I will be brought on as a paid consultant. This will include handling the above tasks so the team does not have to execute.
- I will need you to send the job descriptions to the team and have them respond with they job that they are interested in.
- Permit fees, rentals, t-shirts, etc, all will come out of the ticket prices. There may be other fees.

MALIBU ROTARY TURKEY TROT SPONSORHIP

Malibu Rotary (MR)

Turkey Trot Sponsorship

Become A Sponsor - 2016

PRESENTING - \$3,000

-Sponsor Plaque Booth at Expo (table & chairs)

-Offer/Advertisement & Logo in Virtual Goodie Bag

-Starter of the race

-Awards presenter

-Premium Placement of Logo on Race Bib, Event Banner, Runner Shirt, Entry Form, ALL

Promotional E-mail Blasts, & MR website

-Bib number logo

-Ten (10) Event Shirts -Race route signage

TITLE - \$2,000

-Sponsor Plaque

-Booth at Expo (table & chairs)

-Offer/Advertisement & Logo in Virtual Goodie Bag

-Premium Placement of Logo on Event Banner, Runner Shirt, Entry Form, Promotional E-mail

Blast, & MR website

-Ten (10) Event Shirts

-Start and Finish signage

MAJOR - \$500

-Sponsor Plaque

-Booth at Expo (table & chairs)

-Offer/Advertisement & Logo in Virtual Goodie Bag

-Logo on Event Banner, Runner Shirt, Entry Form, Promotional E-mail Blast, & MR website -Five (5) Event Shirts

COMMUNITY - \$250

-Booth at Expo (table & chairs)

-Logo in Virtual Goodie bag

-Name on MR website

FAN - \$25

— Name on MR website

Virtual Race Packet

The virtual race packet has many benefits: it gets the information out to more people, helps the advertising businesses save on cost, and reduces waste. In the past, the only people that took physical packets were the racers that did early pickup the days before the race, about 15% of racers. On the day of the race most park their car, pick up their race number and go run. A vast majority declined a race packet or tossed it in the garbage. With the virtual race packet we are able to promote through email multiple times before AND after the race giving the business advertiser more exposure. Virtual Race Packet cost per company/sponsor, \$50 plus offer.

Reports on Taste of Malibu

Binaca Torrence and **Delvin Glymph** represented the Malibu Rotary Club at the Malibu Chamber of Commerce Taste of Malibu event at Dukes Restaurant on Friday evening May 27. The duo auctioned off gift baskets mostly assembled by **Carlye Rudkin**. The baskets sold for \$120.00, which will go into the Malibu Rotary Club Charity Account.

Other News and Guests at Last Malibu Rotary Club meeting

David Zielski and **Delvin Glymph** were to have completed necessary online forms for participation in Rotary Global Grants.

Margo Neal reported that she was one of the riders on the first Expo train from Santa Monica to Los Angeles. As expected there was huge crowd on that first train---Margo had to stand the whole way. Going back there there were fewer riders. For those who expect to park and ride from Santa Monica should know there is limited parking in Santa Monica—none at the 4th and Colorado terminal and few at the 17 Street Terminal. Folks from Santa Monica can take the Metro 534 bus, or Uber. Santa Monica encourages people to ride bikes (which you can take on buses and trains) but we don't recommend riding a bike down PCH to SM.

Approval letters are needed from the state in order to hold the Malibu Rotary Club sponsored Turkey Trot at Trancas Beach.

Guests

There were no guests.

Malibu Rotary Club Supports RainCatcher

David Zielski, Executive Director of Raincatcher makes regular trips to Uganda and Kenya for new Raincatcher installations and maintenance of those previously intalled.. More about Raincatcher can be see on it website Raincatcher.org. A link to Raincatcher video is on the Maliburotary.org website. The direct link to the video is at:

<https://www.youtube.com/watch?v=59rzOcm-RL0&list=UUFetq8NgjhXhtkVf0idcQUg>

Calendar

(for details on these programs see Calendar on maliburotary.org)

May Filter records:

Speaker	<u>Date</u>	Topic
Helene Eisenberg	Jun 01, 2016	Malibu Urg
Allan Mannheim	Jun 08, 2016	Newest m
