

Road Rally / Scavenger Hunt

Rotary Club of Huntsville Evening Satellite Club

- Self-guided tour and scavenger hunt held over one weekend
- 20 riddles were created that led to hidden gems in the community
- Participants were required to solve the riddles, visit at least 10 locations, and submit fun selfies
- Ticket cost: \$35 for cars, \$25 for motorcycles

Event Date: September 2021

Location: Huntsville

Financial Summary:

Revenue: \$11,160
Sponsorship: \$9700
Ticket sales: \$1460 (41 cars, 1 motorcycle)

Expenses: \$0
- Printing covered by Staples

Partnerships:

- Partnered with 2 local charities who were required to secure sponsorships

Volunteer need: 6

- Riddles, PR, location signage, Pit Stop Partner coordination

Lessons Learned / Critical Success Factors:

- Proved to be a successful model partnering with community organizations
- Ensure that charity partners are committed to securing sponsorships
 - Begin promotion of event well in advance
 - >1 month
 - Potential to double amount of participants
- EventBrite worked well for ticket registration
 - Expenses covered by small fee added to each ticket

Additional Information:

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- [Sponsorship package](#)
- [Promotional Poster](#)
- [Media release](#)
- [Participant Photos](#)