

Enfield Sports and Entertainment Coalition

November 6, 2022

ARTICLE I - PURPOSE

Section 1.

To define an overall strategy for sports tourism in Enfield and Halifax County that will create an economic and social impact by leading the community's effort to attract, support and promote youth, amateur, collegiate, and professional sporting, and recreational events.

Section 2. NAME Enfield's Sports and Entertainment Coalition, hereafter referred to as the SEC

Section 3. FUNCTION

Section 1. Seek to identify potential sports facilities and venues and provide leadership and guidance to the public and private sector on the development of athletic facilities and programs that will positively benefit the quality of life of the citizens of Enfield.

Section 2. Develop and analyze various event types that may best fits within the confines of our Enfield market, examples might include, Sports, offroad ATV, cycling (1, 3, 15, 50, 100 miles), rodeos, fairs, wines festivals, golf outings, auto shows, food festivals, music, oldies night, dinner and dance, movie nights, concerts, cornfield maze, sports gaming contests, chili cookoff, baseball, football, soccer, neighborhood tree lights, community swimming pool, conferences and trade shows,

As a long-range goal, look to attract national events as well as supporting and encouraging locally produced events.

Section 3. To develop a comprehensive sports tourism service strategy to stimulate interest and desire in attending sports tourism events as well as providing a liaison between events, organizers and fans and the facilities and services that they utilize.

Section 4. To develop a long-term strategy, following an assessment or unmet needs, for the expansion of existing sports facilities for increased use by residents as well as for use in sports tourism events.

Section 5. To educate the public about the economic, social, and cultural benefits of developing a sports tourism program.

Section 6. To provide opportunities for Enfield's youth to learn valuable skills from the hosting of sports tourism events through workshops, internships, and volunteer opportunities.

Section 7. To engage in such other charitable and educational activities as are compatible with the above purposes.

ARTICLE III - AFFILIATIONS

Section 1. SEC may affiliate with other organizations and agencies as necessary in pursuit of its mission and to facilitate its objectives.

Article IV - MEMBERSHIP

Section I. Eligibility for Membership. Membership shall be open to any organization, business, public agency, or individual that subscribes to and supports the objectives and purpose of SEC.

ARTICLE IV - ADMINISTRATION

Section 1. Administration committee. This team will handle the logistical and larger details such as budget, venue, catering, attendance, etc. These will be the go-to's for all of subcommittees that may be formed and will make most big decisions.

Example of Committee duties:

- Maintaining event budget
- Managing food and beverage (if needed)
- Overseeing each committee and their meetings
- Securing entertainment, speakers, papers, etc.
- Building out a detailed agenda and run-of-show

Section 2. MARKETING AND PROMOTIONS

Establishing a **marketing and promotions** committee whose goal is to sell, sell, sell the event, including a system to handle ticket sales

Example of committee duties:

- Creating a promotion schedule
- Setting up and managing online event registration
- Curating an internal "push program" and incentives
- Mentioning the event to customers or prospects face-to-face
- Creating social media "sales pitches" for event

Section 3. SPONSORSHIP

Appoint a separate **sponsorship** committee dedicated to finding strategic partners for the event. Their focus should be on creating value *and* their ability to add some personality to the event.

Example of committee duties:

- Researching potential sponsors
- Developing sponsorship levels
- Securing sponsorships
- Communicating with sponsor reps
- Managing sponsors on-site

Section 4. TECHNOLOGY

Nowadays, we need a **technology** committee. Whether its on-site, online, or a combination of the two, events are starting to become a little more technical than one person can handle.

Example of committee duties:

- Sourcing all equipment and systems
- Liaison with tech vendors
- Managing logistics and setup
- Scheduling and managing test runs
- Day-of production and troubleshooting

Section 5. ATTENDEE ENGAGEMENT

Attendee engagement committee. The sole purpose of hosting the event is for the attendees! This committee will be solely responsible for designing the attendee experience — and that's a *huge* responsibility!

Examples of committee duties:

- Developing networking opportunities
- Planning a kick-off or other celebration event for attendees to meet and mingle
- Curating unique icebreakers
- Designing sponsor engagement with attendees through pop-up activities
- Brainstorming ways to surprise and delight attendees along the way

As you can see, event planning is a daunting task! There is so much goes into the event planning and execution as a whole, not to mention crowd management, safety, permits, and other requirements. As we begin to examine each element that goes into planning, we understand why these committees are a necessity. It's a total team effort, we can't do it alone!

Enfield's Sports and Entertainment Coalition

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