

**Battlefield Corvette Club**  
**Cruz-In Planning Guide**  
**09/17/2023**

This guide provides a time-phased listing of recommended actions for planning, coordinating and executing a successful Cruz-In. The list of actions is not all inclusive and may need to be supplemented/modified depending on specific circumstances or issues encountered. This guide includes actions taken, lessons learned and best practices primarily from the 2019 and 2021 Cruz-Ins. Contact information for organizations that have supported past Cruz-Ins is included at the end. The document should be updated annually after each Cruz-In.

**January:**

- Establish a committee early in the year to be responsible for planning and coordinating the annual BCC Cruz-In. Once established, the committee should meet as early as possible in January to begin planning and assigning tasks and action items. The BCC vice president will chair the committee and be the overall Cruz-In manager.
- Select Cruz-in location and date. The Cruz-In Committee should conduct a thorough site survey of the proposed venue to insure feasibility. The following items should be assessed at a minimum:
  - Venue owner approval
  - Can the venue be cordoned off ahead of time to insure the space is clear of vehicles at Cruz-In start time?
  - Availability and location of working electrical power outlets
  - Availability and location of bathroom facilities
  - Availability and location of food service
  - Availability and location of space for registrations, silent auction and DJ/audio support equipment tables
  - Availability of parking space for approximately 100 plus cars with sufficient space between show cars (See Radley Cruz-In parking template at Attachment A as a reference)
  - Is the proposed venue better than Radley Chevrolet?
- If Radley Chevrolet is to be the Cruz-In venue, request Radley appoint a Cruz-In point of contact/coordinator. The BCC Cruz-In planning committee should coordinate requirements for use of the vehicle lot, facilities and equipment with the Radley POC/coordinator. At a minimum, the committee should coordinate a detailed vehicle control and parking plan for show and non-show cars;

locations of food trucks, tables, canopies and DJ/audio system; electric power requirements; use of bathrooms and de-confliction of Cruz-In audio and Radley PA system music/announcements.

- De-conflict date/location with other area Corvette\car club events and local area events. Advertise/notify selected date/location to minimize possible conflicts
- Select charity(ies) to receive the proceeds from the Cruz-in.
- Invite representatives from selected charity(ies) to speak at club meetings to generate member interest in participating/volunteering in the Cruz-In.
- Draft letter for members to send to vendors. (See Attachment B)
- Solicit two food trucks. Outback and Glory Dawgs were used in the past. Food trucks may not be necessary if there are restaurants adjacent to the venue.
- Establish trophy categories, peoples' choice judging procedure, and ballots
- Design flyer (Include city and state location), post on BCC web site and distribute to members
- Obtain DJ and audio support. Brian Butturini (ENO Entertainment) provided DJ and audio service in 2021 for \$450. Other previous years' service providers are listed in the contact information section. Note: There is an issue with power outlets at Radley Chevrolet. There is only one functioning electric outlet in the Radley lot located on the light pole nearest US Route 1. Whoever provides the audio/DJ support should complete a thorough site visit with a knowledgeable BCC member to determine requirements.
- Decide how many vendor displays we should have and cost. (This pertains to other than the food trucks. In the past we had Elite and Dempsey displaying cars, tent with brochures.)
- Establish EventBrite site, [www.eventbrite.com/1/npo/](http://www.eventbrite.com/1/npo/), so that people can pre-register their cars. Historically, we've charged \$20 for pre-registration and \$25 for day of the Cruz-in.
- Request members solicit donation items from vendors with draft request letter at Attachment B. A list of past vendor donors is at Attachment C.
- Request members start thinking about silent auction items.
- Garbage cans and garbage bags (provided by Radley Chevrolet but if different location needs to be considered.)
- Ice for drinks if the club is going to provide drinks.

## **May:**

- Cruz-In planning committee should meet to review status of January tasks/action items and continue planning and coordinating

- Follow up to members regarding vendor solicitations and silent auction items. Provide members copy of silent auction form, Attachment D. The name and phone number of the donating person should be written on the reverse of the form in the event that contact must be made to coordinate sales price changes.
- Arrange charity dinners with local restaurants that are willing to provide 15% of total proceeds to the Cruz-in. (Central Park restaurants, i.e., Outback, BJ's, and Joe's Crab Shack have contributed in the past.)
- Provide vendor small items and brochures to person doing the Goodie bags for inclusion. We need at least 100 Goodie bags.
- The Club has "Car Show" software. Correlate Car Show software with proposed trophy categories. Rino Piviroto has the software. We did not consider the Best of Show in the Software load in 2019.
- Solicit volunteer(s) to print ballots and placards for approximately 120 cars. (Color coded placards match the color coding of the voting ballots) Todd Floersheim has done the placards, and Rino Piviroto has done the voting ballots in the past.
- Send request to members for Cruz-In support items
  - 24 tables. 5 tables for registration area (2 for registration, 1 for registrants to complete forms, 1 for goodie bags, 1 for trophies); 18 tables for silent auction; 1 table for DJ.
  - 6 canopies. 3 for registration area; 2 canopies for silent auction items (Radley Chevrolet provided 2 canopies for silent auction area); 1 for DJ.
  - 8 chairs. 6 folding chairs for registration area and 2 for silent auction area.
  - Two-way coms equipment/cell phones to link the Cruz-In manager with registrations and silent auction leads in event of problems or emergency.
  - Silent auction items
  - Bags of ice
  - Coolers for ice and drinks if needed
  - 8 large garbage cans and bags
- Finalize vendor spaces and cost

## **Sixty (60) days prior to the Cruz-In date:**

- Cruz-In planning committee should meet to review status of tasks/action items and continue planning and coordinating
- Check Cruz-in inventory to ensure there are enough goodie bags; 50/50 and raffle tickets; ballots and placards corresponding to trophies to be provided; pencils, sharpeners, sharpies, pens and tape for registrations and silent auction item forms; caution tape; plastic tarp to cover silent auction items in case of rain; 4 Square Point of Sale (POS) readers; etc. Acquire any needed items.
- Solicit volunteers for the day of the Cruz-in as follows: 10 people for parking, 3 people for registration, 2 people to solicit 50/50 donations, 1 person to do announcements, 2 people to manage silent auction items/sales transactions. Two silent auction volunteers should be capable of conducting Square Point of Sale transactions.
- Two volunteers are also needed to photograph the event including trophy winning cars and to conduct interviews with Cruz-In participants.
- Make sure DJ/audio system service provider has the appropriate power outlet requirements, or when there is only one power outlet available that the service provider brings enough power extension cords to reach all locations where audio equipment will be positioned.
- Send out silent auction forms to members again, Attachment D.
- Advertise Cruz-In to local corvette clubs, (See Attachment E), local newspaper, and other social media. (Radio station 95.9 has a local events calendar. Once we have a Cruz-In date and the charity(ies) they will support on their calendar and they will mention it on the air before the event date. They don't charge for non-profits.)
- Obtain brochures/mission descriptions from BCC selected charity(ies) to be included in the Cruz-In goodie bags. Also, **procure**/make charity(ies) sign(s) to be displayed during the Cruz-In. Invite charity representatives to make short presentations about their charity at the Cruz-In.
- Ensure all required equipment (tables, chairs, canopies, Square POS readers, etc.) is available, functional and volunteers know how to set up and use.
- Procure/make "Registrations" sign, silent auction procedures/details sign and "no smoking" signs for the registrations and silent auction areas.

### **One (1) week prior to the Cruz-In date:**

- Cruz-In planning committee meets to ensure all planning, coordination and execution actions items are completed/arranged
- Prepare Goodie bags.
- Registrations coordinator meets with registration volunteers to go over registration process procedures and assign tasks for registration forms and payments, goodie bags, voting slips etc.
- Set date/time a day or two before the Cruz-In for drop off of silent auction items, tables, canopies etc. (Using Roger Howell's trailer and locating it at the Cruz-in location worked perfectly.)
- Warehouse items (Woody Taylor storage) delivered to the trailer two days before the Cruz-In
- Arrange coffee and donuts for volunteers

### **Day of the Cruz-In:**

- Volunteers should show up at 7:00 a.m. and be briefed on their responsibilities by planning committee members
- Club Treasurer will bring ~~\$100~~ \$200 in \$10s, \$5s and \$1s to be used as startup till cash for registration transactions
- The registrations area should be separate from the goodie bag and trophy tables.
- DJ/sound system speakers should be located away from the registration area to facilitate verbal communication and minimize noise stress.
- Post no smoking, registrations and silent auction signs in appropriate areas.
- Registration volunteers will hand out car placards and ballots for each registrant.
- Goodie bags will be handed out by volunteers at a separate table. Place a BCC application form in each goodie bag.
- Corvette Cruz-In registration form is at Attachment F.
- Registrations volunteers will keep record of the total number of each type of car that is registered for the Cruz-In.
- The club president should present trophies to winners.
- All silent auction items must have a form and should have a buy it now price. The name and phone number of the donating person should be written on the reverse of the form in the event that contact must be made to coordinate sales price changes.
- Bring plastic covers for silent auction tables in case of rain

- Mark Cruz-in lot with parking guidelines. Parking template for the Radley Chevrolet venue is included for reference (Attachment A). (A comment from a participant at previous Cruz-In said the cars need more space between tail and nose.)
- Non-show vehicles should be parked up the hill away from the Radley front entrance to ensure spaces are available for customers.
- Garbage can set up by 9:00 a.m. at registration, food truck and silent auction areas.
- Members bring ice bags and coolers if needed.
- Bring first aid kit in case of minor injuries.
- Coordinate/decide disposition of silent auction items that do not sell at the Cruz-In.

### **After the Cruz-In:**

- Meet with coordinators to capture any comments or recommendations to improve the Cruz-In for the next year. This Cruz-In Planning Guide should be revised/updated accordingly.
- BCC President signs thank you letters to contributing sponsors/vendors, Attachment G.

### **Contact Information:**

#### **Venue**

TBD

#### **Audio System/DJ Support**

2021 – Brian Butterini, ENO Entertainment, [djprodije@gmail.com](mailto:djprodije@gmail.com), 540-809-1580

2019 – Paul Myers (DJ Paul), [openjukeboxdj@gmail.com](mailto:openjukeboxdj@gmail.com)

2018 – Higher Ground Audio, Jane Cooper, 11900 Bellaverde Circle, Richmond, VA, 23235, 804-971-1307, [highergroundaudio.com](http://highergroundaudio.com), [info@highergroundaudio.com](mailto:info@highergroundaudio.com)

#### **Corporate Sponsors/Vendors/Donors**

Custom Wheels

Ecklers

Corvette Central

Stoner Car Care

National Corvette Museum – Connie Russell (Development Coordinator) 350  
Corvette Drive, Bowling Green, KY, 42101-9134, 270-781-7973,  
corvettemuseum.org

NoviStretch – 4820 Irving Lane, Nashville, TN, 37214, novistretch.com

Griots

Illusions Wraps LLC, 3713 Lafayette Blvd, Fredericksburg, VA, 22408, 540-710-  
9727

Action Window Tinting (2018) – Jeff Gluchowski, 976 Bragg Rd, Fredericksburg,  
VA, 22407, 540-388-9398, [jeff@actiontint.com](mailto:jeff@actiontint.com)

Evolution Motorsports Engineering (2018) – Dempsey Anderson, 88 Le Way Dr,  
#123, Fredericksburg, VA, 22406, 540-737-8779, [dempsey@evolution-  
motorsports.com](mailto:dempsey@evolution-motorsports.com)

## **Food Trucks**

Outback Steakhouse – Jerry Cooley (Manager), 2941 Plank Road, Fredericksburg,  
VA, 22401, 540-786-2343, [jerrycooley@outback.com](mailto:jerrycooley@outback.com)

Glory Dawgz – Mike and Tawnya Ertle, 10608 Hamiltons Crossing Dr,  
Fredericksburg, VA, 22408, [glorydawgz@gmail.com](mailto:glorydawgz@gmail.com)

## **Charity Dinner Restaurants**

Outback Steakhouse – Jerry Cooley (Manager), 2941 Plank Road, Fredericksburg,  
VA, 22401, 540-786-2343, [jerrycooley@outback.com](mailto:jerrycooley@outback.com)

BJ's

Joe's Crab Shack – 2805 Plank Road, Fredericksburg, VA, 22401-4947

## **Trophies**

Crown Trophy – 810 Westwood Office Park Bldg 103, Fredericksburg, VA, 22401, 540-374-8118, [crowntrophyva@gmail.com](mailto:crowntrophyva@gmail.com)

## **Event Insurance**

K&K Insurance Group, Inc, 1712 Magnavox Way, Fort Wayne, IN 46801-2338, 1-877-648-6404, [info@eventinsurance-kk.com](mailto:info@eventinsurance-kk.com)

## **Charities**

Frazier Mason Some Gave All Foundation – Vic and Christine Mason, 9337 Hickory Lane, King George, VA, 22485, 540-775-9877, [heroes@somegaveallfoundation.org](mailto:heroes@somegaveallfoundation.org)

## **Attachments**

- A. Radley Cruz-In Parking Template
- B. Vendor Request Letter
- C. List of vendors who have donated in the past
- D. Silent Auction Form
- E. Corvette Clubs of Virginia
- F. Cruz-In Registration Form
- G. Thank You Letter to Sponsor/Vendor