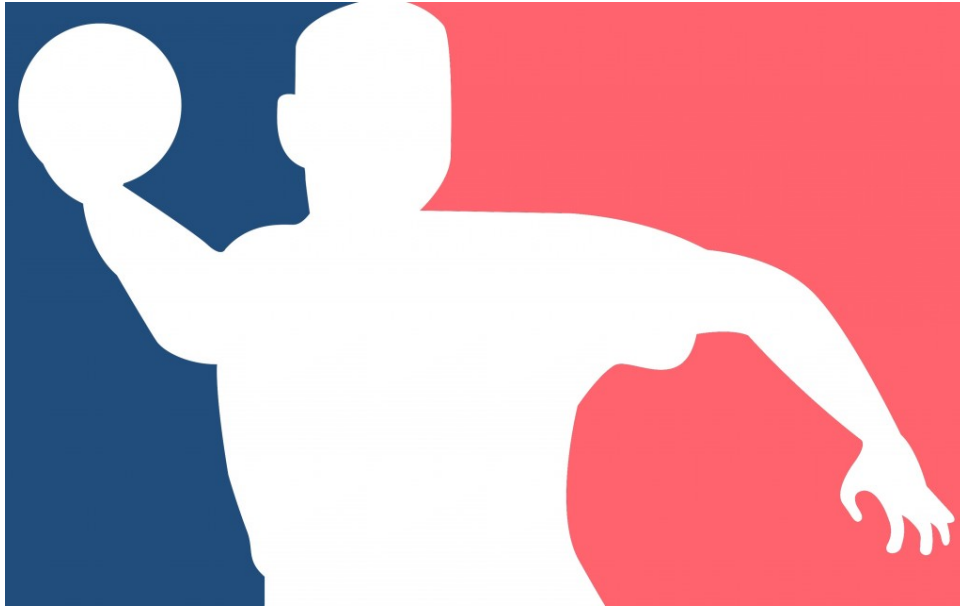


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LOYOLA DODGEBALL TOURNAMENT

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Executive Summary

Dodgeball is one of America's past times. From grandmothers, to cousins, to aunts and uncles, everyone knows how to play it and have played it for generations. It is one of the easiest sports to pick up at any time because of its simplicity. The Sport Management Program is highly confident that a dodgeball tournament will be very successful among college campuses around the nation. Greek life is a huge aspect at many colleges, and are known for working together to fundraise for a good cause. However, the event taking place at Loyola Chicago is not exclusive to Greek life, as there are many organizations who would be willing to take place in the tournament for a common goal.

Background

Mission Statement

“To support U.S. Olympic and Paralympic athletes in achieving sustained competitive excellence while demonstrating the values of the Olympic Movement, thereby inspiring all Americans.” –Mission Statement of the USOC.

History of Dodgeball

The history of dodgeball originates in Africa over 200 years ago. Instead of being the fun game that it is today, it was very deadly. The game was originally played with a tribe versus another tribe, and they would use rocks to throw in hopes to injure other players. Once a player was injured and fallen, their teammates would run and try to protect them from the other tribe, throwing rocks and blocking their shots. This game would ultimately help build team leadership and loyalty among the tribes, as they worked together to take out the weak and protect their own. A missionary named James H. Carlisle traveled to Africa, spectated the game, and brought it



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back to England where he influenced others to give it a try in a much safer way. He traded out the rocks for leather balls, and changed the rules to when a player was hit, he was “out” instead of remaining on the court. Phillip Ferguson witnessed James’ version of the game being played and then brought it back to America. The official dodgeball rules that are now used today were created in 1905. The sport rapidly spread across the nation and is still played to this day.

Uniqueness Characteristics

After looking into many sports to potentially center our fundraiser around, we decided on Dodgeball for several reasons. First, it is easy for everyone to play. Little to no experience is needed to play dodgeball, and the rules are simple and easy to understand. Second, dodgeball games run fast, which will keep the flow of the tournament running smoothly and also allow for more games to be played. And last, dodgeball is not a sport that you see or play everyday, one that people don’t have easy access too because you need many people and at least two teams to play. It will be a unique experience for many people to be able to participate in, and for many, it will be a connection to a childhood game they played.

Market Analysis

Social / Cultural

The Sport Management Program (SMP) believes that the Olympic/Paralympics dodgeball tournament will be widely successful, and could potentially become an event at other colleges all around the US. This is because dodgeball is continually becoming a popular sport among the world, and the United States college population has been steadily increasing throughout the years. In 1965, just 5.02 million people went to college in the United States (statistica.com). During this time, dodgeball was casually played at colleges all around the US for fun. It wasn't



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until 2004 when the popular movie *Dodgeball* came out, that ultimately brought the whole world's attention to the sport. During this year, the college population rose throughout time to 17.27 million people (statistica.com). In 2011, the World Dodgeball Federation was formed between the countries Canada, United States, United Kingdom, Hong Kong, Romania, New Zealand, Malaysia, Singapore, and the Philippines. This organization strives to make dodgeball a universal sport that is enjoyed and played fairly all throughout the world. This organization itself also made the world more aware of the sport, as many teams continue to join the federation more and more each year. From these factors, we believe that this event will be the most successful among college students, as 19.93 million students attend college in the US during 2018 (statistica.com), and the number is expected to grow. The ultimate goal of the SMP is to have the Olympic/Paralympic dodgeball tournament start off at one college, Loyola University, and continue to grow throughout the years and spread to other colleges around the US. If this goal is possible, the USOPF can expect the overall donation amount to continually rise throughout time, as young adults will form a personal bond with the Olympic/Paralympics at a young age that will carry on for the rest of their lives.

Economic

The current primary target market for the Olympics/Paralympics is soccer moms and seniors. To expand the market, a risk should be taken and a target market should be added, strictly focusing on younger adults, specifically college kids and millennials. The goal is to inspire young adults with the USOPF mission statement, a lifelong partnership will form which will help increase revenue and the overall donation amount. People will be more willing to donate throughout their whole life to an organization that they form a strong connection with at a



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younger age. The primary way this can be achieved is by motivating college kids to donate through Greek life events. Greek life is a lot more powerful than it seems when it comes to raising money and donating to charities in need. *In fact, over \$7 million dollars is raised each year by Greeks nationally (nijt.edu).* This number is also expected to keep increasing, as Greek life is becoming bigger each year and more fraternities and sororities are being created. Throwing a dodgeball event at Loyola will be very successful at reaching the target market. The focus is to impress college kids enough to donate throughout their entire lives, and create a bond between them and the USOPF, which will overall help raise money for donations.

Technological

When it comes to advertising through technology, the SMP believes the best way to advertise the event is to focus on social media. The plan will reach most people when a Facebook event page is created, posted advertisements are on Instagram, use twitter to tweet about the event, and use Snapchat to post advertisements and videos of the behind the scenes and games being played. Instagram has over 800 million users total with 500 million active users logging on daily (cnbc.com). The SMP believes in using this medium to our full advantage is crucial in marketing this event. On the other hand, Facebook is the primary way that the SMP will advertise the event. Facebook has over 2.19 billion users and people are able to create an event and advertise it on others feeds for free. Most people in college find out about events happening on campus this way, and people can report whether or not they are going to the event which will help give the SMP a rough estimate on how many people to expect, how much food to order, prizes, etc (statistica.com) Twitter has over 336 million active users per month (statistica.com), which makes it another great way to help advertise the event. The SMP can get their members to



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actively tweet about the dodgeball tournament while leading up to the event. This alerts their followers of what is going on in for future events on the Loyola campus, giving people time to create teams and spread awareness. Snapchat has over 158 million users per day and is a great way to help advertise the event (businessinsider.com). SMP can post advertisements on their stories, encouraging other ids to sign up and play, or even just show up and support other teams. Once the event is happening, people who are at the event will record videos and post it on their story. College kids who are not at the event will see it going on, and most likely come to the event to see their friends and buy food and raffle tickets which will in turn contribute to the cause as well.

Competitive

Having a beneficiary that is so well known, would increase the amount of people interested in the event. Being in Chicago, there are many other Not-For-Profits around the neighborhood of Loyola Chicago. Many sororities and fraternities have requirements for service, usually around 10-15 hours a semester. Bringing in the opportunity to volunteer for an event with the Sport Management Club would qualify for the service hours for the greek system. We would use this to our advantage, because many organizations need service hours and go to surrounding companies. It would make it easier for all of the groups involved if they can volunteer right on campus. Overall, having a NFP on campus would benefit everyone involved, raising money for our beneficiary as well as giving an opportunity to those who need the service hours.

Political / Legal

In order for this event to run smoothly, Team USA and the USOC must not be partners with the event. It would have to be the sole beneficiaries of the event. Finding sponsors who are



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also paired up with the USOC, would be the most ideal way to get donations (eg. Dick's for dodgeballs and mesh jerseys). The SMP will ensure when promoting the event that there is nothing indicating the partnership between Loyola University Chicago and the United States Olympic Committee. They will only be referred to as beneficiaries of the event that is happening. There is no inclusion of the Olympic rings or Team USA logos, which is why the SMP is designing a logo to be used for this event, and events across the nation.

Target Market

Primary Target Market: College Students and their Families

Geographic Segmentation

Since our only event will be taking place at Loyola, we know there will be many people that are not from Chicago. Generally dodgeball is an all-American game that is played in all corners of the country so we believe that finding people to participate will not be difficult. Additionally, we hope that since Loyola has such a diverse student population from all parts of the country, people will talk about the tournament with friends from back home and generate interest for future events at different schools.

Demographic Segmentation

Dodgeball is the perfect game for a group of college students. Players do not have to be athletic or know the rules making it easy to pick up and play. This will allow for the maximum number of participants as people shouldn't be too intimidated by other teams. Also college students, despite always complaining about money, are willing to spend money on things they want to do or can win them prizes.



Marketing Goals & Objectives

Goals

1. Short-Term Goal: **Raise \$20,000 for the USOC by Spring 2019**
2. Short-Term Goal: **Inspire students to donate and raise money towards USOPF**
3. Long-Term Goal: **Create Lifelong Loyalty to the Olympic movement**
4. Long-Term Goal: **Raise \$100,000,000 towards USOPF by Tokyo 2020**
5. Long-Term Goal: **Educate people about the mission of the USOPF**

Objectives

1. Have four college student organization events throughout the year (dodgeball, ninja warrior day, Spartan challenge, obstacle course, etc)
2. Establish Relationships with four sponsors for each event (Caputo's, Canes, Chik Fil A, Wilson, Bulldogs Ale House, etc.)
3. Raise \$15,000 by the end of the first semester from two events
4. Increase competition in social realm (feature different teams/organizations every week)
5. Engage and build relationships with students to make them feel connected and passionate about donating
6. Connect with 2,500 students on social media and look to grow number in the long run
7. Emphasize the non-profit factor of the USOPF in all marketing tactics
8. Show donors where their money is going and how they are helping the athletes before, during, and after their Olympic careers

Marketing Mix

Product

After analyzing the current target markets of the USOC, the Loyola University Chicago Sport Management Program (SMP) suggests adding an entire target market to maximize efficiency of donations. The USOPF is a not-for-profit organization that runs purely on donations and sponsorship deals. The majority of donations are from elder veterans and soccer moms, both of which are decreasing markets (Myron 1). The SMP believes expanding marketing towards



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college students would be the next step in growing the knowledge of the USOPF. College students are not only easily influential, but very opinionated when they believe in something. Not only is the SMP trying to plan a dodgeball tournament, but the main objective is to raise as much money as possible for the USOPF and create lifelong donors. Showcasing the USOPF as a not-for-profit and pushing the pathos side of marketing, like the life after being an Olympian, would be beneficial in solidifying donors to the Olympics because of the emotional nature of the stories.

Price

Below is a spreadsheet with projected revenues and expenses to run one event based on current market prices. These prices may change between now and the time of the event, however, based on today’s prices, this is the cost it would be run one event. We plan on using a wholesale sports store such as Dick’s Sporting

Goods for equipment such as
dodgeballs and pinnies. Ideally, the
tournament will grow over the years
but costs such as dodgeballs and

Dodgeball Plan	Year					
	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021
Expenses						
Dodgeballs	(\$168.00)	(\$168.00)	(\$168.00)	(\$210.00)	(\$210.00)	(\$210.00)
Jerseys	(\$84.00)	(\$84.00)	(\$84.00)	(\$168.00)	(\$168.00)	(\$168.00)
Advertising	(\$80.00)	(\$100.00)	(\$120.00)	(\$120.00)	(\$140.00)	(\$140.00)
Prizes (1st)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
Prizes (2nd,3rd)	(\$500)	(\$500)	(\$500)	(\$500)	(\$500)	(\$500)
Expenses Total	(\$1,832.00)	(\$1,852.00)	(\$1,872.00)	(\$1,998.00)	(\$2,018.00)	(\$2,018.00)
Revenue						
Person Cap	500	550	600	650	650	750
Attendance	\$12,500.00	\$13,750.00	\$15,000.00	\$16,250.00	\$16,250.00	\$18,750.00
Total	\$10,668.00	\$11,898.00	\$13,128.00	\$14,252.00	\$14,232.00	\$16,732.00

pinnies are fixed costs and we will not need to buy new ones on an annual basis (barring any damage to them). Numbers not included in this spreadsheet are additional donations to the USOPF through us. This is such a variable that it was not included in our projections but will only add to the bottom line.

Place

On campus, there are two possible places to hold the event. The first is Gentile Arena, which would be ideal with a possible three courts and crowd seating, but could be difficult to get because of the collegiate athletic schedule. As a back-up plan, we will use the courts at Halas, the



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on-campus gym for students. Halas also has three possible courts, but with limited crowd space, we might have to use two courts and have spectator space on the middle court. Both Gentile and Halas are a part of the main Damen Student Center on Loyola's larger Lakeshore campus. This prime spot on campus will be easy for people to get to and have lots of traffic going through it outside of the event, which provides the opportunity to pull in participants and spectators the day of the event.

Promotion

Social Media

Social media is huge among millennials and Gen X, which is the average age for our primary target market of college students. One of the best ways to communicate with the students and donors is through social media, which includes an active, clean presence on the accounts. The SMP will utilize live video via Instagram and Facebook as well as videos on Snapchat to give people updates and behind-the-scenes look at the process. Snapchat was released in 2011, and since then, the mobile application has grown its base to over 166 million daily users, representing 31.6 percent of the U.S. social networking share. By the end of 2017, Snapchat generated \$895.5 million in advertising revenue, up from \$340 million in 2016. Using Snapchat and Instagram as a main source of connecting with fans and users is the most effective way to reach the most amount of people.

Sponsorship Opportunities

Loyola University Chicago is located in Rogers Park, IL. A fifteen-minute drive from downtown, as well as a fifteen-minute drive to the northern suburbs of Chicago. One thing that Loyola does not need help with is sponsorships, especially with this past year's basketball team



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making it to the NCAA Division I Final Four. The school has many staples that the students frequent during the semester, including Raising Canes, Bulldogs Ale House, Insomnia Cookies, Chipotle, Chick-Fil-A, and many more that already sponsor the school. Loyola also has a campus in the middle of downtown Chicago, a block away from the Magnificent Mile, which houses the Business, Communications, and Law schools. Having a campus in the middle of downtown Chicago is a huge advantage not many other schools have. Capitalizing on the location, the marketing tactics used to grasp students' attention would need to include the local restaurants and bars students go to all the time. Having downtown Chicago as their playground, sponsorship opportunities will fall at the doorstep of the USOC, as the brands would love to associate themselves with something so nationally renowned.

Local Media Partnerships

LUC TV, LUC Radio Station, Rambler Sports Locker (RSL), Loyola Phoenix

Sample Flyers

Ethical Practices

Loyola University Chicago Sport Management Program is committed to practicing ethical marketing. Descriptive practices will not be used; The Sport Management Program marketing will present products and services honestly and clearly as well as highlight the qualities that appeal to the distinct market segments. Unsafe products will not be marketed, and prices will be set at an appropriate level and will not be increased to grow profits beyond the strategic plan. Collecting private information without the consent or knowledge of the individual and selling that information to third parties is unethical and the Sport Management Program looks down upon such actions.



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Evaluation

This plan will be most effective to reach all marketing goals and objectives. Carrying out this plan properly will grow the mission of the USOPF while appealing to a specific target market. The carefully thought out marketing strategies, especially the promotional ideas, will be vital in the growth of the franchise and specifically designed to appeal to Millennials and college kids, alike. This marketing plan will accomplish the main goal of raising \$100 million by Tokyo 2020 and spreading the mission of the USOPF. Dodgeball will not only raise money throughout the school, but generate buzz around the surrounding communities. The community will be involved in sponsorships, social media presence, and personal interactions during the tournament, (eg. spectators, raffles, giveaways). The USOPF cherish and value friends, family, spending time with loved ones and enjoying life to help out those who compete with for our country. These values correspond with the mission “To support U.S. Olympic and Paralympic athletes in achieving sustained competitive excellence while demonstrating the values of the Olympic Movement, thereby inspiring all Americans”. The USOPF active in the communities and lives of college kids will act as a paradigm shift from the current target markets of elders and soccer moms to establish a market that will last a lifetime.



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Event Plan

The SMP has yet to come up with a name for this event, however the date that would work best is early April, preferably Saturday April, 6th, 2019. This date allows for fundraising to go on all semester for the event, but puts it far enough out from final exams that students and staff can attend comfortably. This date also allows for the Men's Basketball team to be involved in the event, it is after their possible season. This could possibly make Gentile Arena available for the event, and the team's involvement will help with publicity around campus and general interest in the event.

The location of the event is at the Lakeshore Campus of Loyola University Chicago in Rogers Park, IL. The first choice is Gentile Arena, which has three courts and 200 level bleachers available for crowd seating. The backup location is Halas Gym, which has three possible courts, however the SMP will only need to use two courts for play and one court for spectators. The time of the event would be from 12-8pm. The tournament is double elimination, which ensures each team that signs up that they will play at least two games. The size of the bracket will be determined by the amount of teams that sign up for the event, but will be capped at 30 teams.

Rules:

“Teams

Teams will be made up of at least 10 players. There will be no maximum of members per team. Ten (10) players will compete on a side; others will be available as substitutes. Substitutes may enter the game if a ball is caught and there are less than ten of their teammates on the court. Only ten member of one team are allowed on the court during the game. The only other time player



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may enter the game is during timeouts or in the case of injury. Cross gender substitution is allowed. A minimum of four (10) players must be present to start a game. All participants must wear athletic court/gym shoes to participate. Uniforms are not required, but matching shirts colors are recommended.

Field and Equipment

A basketball court will be used for the game of dodgeball. There are marked sidelines, end lines, attack lines and one Centerline. Ten (10) balls will be used for every match. Jail will be located along one side of the court on benches. The “inside” line of the court is not used, the court extends to separating wall.

Boundaries

All players must **maintain one point of contact** in boundary lines unless going to retrieve a ball. The field of play is the basketball court between the electric partition wall and the far sideline and the total area behind the baseline extended from one wall to the other wall. When retrieving a ball, players must pass through the end line and immediately re-enter the playing area through the end line. A player not immediately re-entering the playing area will be declared out. If a player goes into the safe zone and no ball is located in the safe zone that person will be called out. A player may be handed a ball, provided the player receiving the ball remains completely within their team’s field boundaries. A player may not enter or exit the court through the sidelines at any time, including avoiding being hit or attempting to catch a ball. Players must not have any part of their body cross the centerline and contact the ground on the opponent's’ side of the court. An automatic out will occur if player leaves or enters through the sidelines or crosses the centerline.



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Beginning the Game

Game begins by placing the dodge balls along the centerline – five (5) on one side of the center hash and five (5) on the other. Players then take a position behind their end line. Following a signal by the official, teams may approach the centerline to retrieve the balls. Anyone caught pushing an opponent at the start will be called out. Do not touch the other team “intentionally” at the beginning. **Sliding will not be allowed at the beginning of the game, an out will be called.**

If a player is called out due to sliding, they cannot re-enter the game via catch.

Then they must retreat beyond the **attack line** before throwing the ball at opponents. After running up to retrieve a ball at the beginning of the game the player’s feet must travel across the red/yellow line and both feet must be on the ground before the ball can be thrown. A player is not allowed to jump back across the line and throw the ball in midair. The player’s feet must be one the ground behind the line.

Object of the Game

The object of the game is to eliminate all opposing players by getting them "OUT". This may be done by:

1. Hitting an opposing player below the shoulders with a LIVE thrown ball.
2. Catching a LIVE ball thrown by your opponent before it touches the ground, basket or other object out of bounds.
3. Crossing the centerline or exiting or entering the court from any line but the back line when retrieving loose balls.



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4. Kicking the ball at the other team with the intention to get a member of the opposite team out. A player may only kick the Dodgeball to pass it to a member of their team or to pass to the opponent.
5. More Guidelines can be found in the “**Outs and Ins,**” section.

Declaring a Winner

Each match consists of as many games that can be played within the given time.

Play continues until one team is eliminated. At that point, the referee calls time and awards the winning team one point for each remaining player for that game.

At the end of the given time the referee will tally up all the remaining players from the games played and determine a winner for the match. The team with the highest score, most cumulative players not “out,” at the end of the match wins.

Jail

A person struck by a legally thrown ball must go to jail. Jail is located along the sideline of each team’s half of the court. All players in jail must remain seated on the bench at all times. The player sitting closest to the ref will be the next to enter the game, any player that is not sitting on the bench will not be allowed to enter the game. Players must re-enter the court in the order in which they were sent to jail. (Keep your order of “out” while sitting on the “jail bench.”) If a ball rolls into the jail area, a player in jail may roll it back on the court, but must remain on his bench. Players who have been called out and are in jail cannot leave the bench to retrieve stray balls for their teammates; you may however roll the ball back into play if they are in arm's reach of jail. Players are released from jail when a teammate catches a legally thrown ball before it hits the ground, wall or ceiling. A maximum of (6) players may be on the court for each team



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unless otherwise specified before the start of the match. If called out, move directly to the back of the court and out of play. Players will be warned if caught protecting teammates from getting hit. If that team is caught protection a second time a penalty shall be declared. The last player of a team remaining in the game may release their entire team from jail if a basket is made in the opponent's basketball hoop.

Timing, Time-Outs

There will be a running clock throughout the time given for each match. There is a 7 minute time limit to any individual game. When the given time has run out the game in progress will be ended immediately. The remaining players on both sides of the court will be tallied and factored into the final score. Each team will be allowed one (1) 30 second timeout per match. At this time a team may substitute players into the game.

Outs and In's "a guide to what is considered an out or is not a out."

In order to reduce stalling, the referee will have discretion to call a "stall attempt". The referee will signal this by raising his/her hand and loudly saying "stall warning". If the offending team has not made a legitimate throw, the referee will count down from 5 seconds. If the referee reaches zero on his/her countdown, all of the balls will go over to the non-offending team. Play will resume once the non-offending team has possession of all the balls.

- Uniforms are considered part of a player's body. If the uniform is hit you are out. (Thus baggy clothing can be a disadvantage).
- Any ball that touches the ceiling or wall is a dead ball and does not result in an out.
- If a defender attempts to catch a live ball, but drops it, the defender is out.



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- The defender may block a live ball with another ball. That ball is still a live ball however, until it hits the floor, wall or ceiling.
- If a blocking ball is dropped as a result of contact from a live ball, then the player who drops the ball is out.
- A player shall not leave the playing field to avoid being hit or in an attempt to catch a ball. The player violating this rule will be considered out.
- A player hit in the head while ducking or dodging IS out.
- Unsportsmanlike conduct (intentional head shot, explicit language, or badgering the referee...) will result in immediate ejection from the game, and one less starting player for any further games in the match. In the case of a headshot the thrower will be out.
- Players may not drop their blocking Dodgeball for any reason; even if you deflect a ball into the air and set your blocking ball down, you will be called out. **DO NOT DROP YOUR BLOCKING BALL.**
- Player must have **one point of contact** in bounds and on the ground for the play to be ruled a catch. If the ball is bobbled or the catcher steps out of bounds then the catch is no good. Players are allowed to throw the ball while in the air.
- All outs will be based off the honor and/or referee system. A referee will be on hand to call outs but cannot follow every thrown ball. If a dispute occurs the referee will solve the problem any way deemed appropriate. This may result in a double elimination or one player out. All decisions by the referee are final.



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IM Dodgeball and rules may be changed during the course of the season as deemed appropriate. All teams will be notified of any changes. Input from all players and team managers are encouraged.

Procedures:

1 point is awarded for each of the following:

- Players steps out of the half circle for any reason.
- A player is hit by ball and does not catch it, throwing team receives point.
- If ball is caught, catching team received point.
- No point on missed throw.

Sudden death Round:

Each team selects one player for a round and play continues until one round is not tied.”

(Dodgeball Rules)