



All-Terrain Vehicle Association of Minnesota

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CLUB GUIDELINES FOR HOSTING AN ATVAM CONVENTION

Introduction

As an ATVAM club you have the opportunity to raise funds by hosting an ATVAM Convention. ATVAM has 1 convention per year, the 2nd weekend after Labor Day. By hosting the convention your club will earn 15% of the net profits for the event or \$200.00 whichever is greater. Clubs have made up to \$1,200 to \$1,500 depending on the net profits.

The goal for each convention is to provide the opportunity for ATV enthusiasts to come socialize, become informed, ride and participate in events. Oh, and there's the famous ATVAM Auction with each convention that is a key fundraiser for our organization. The club has the flexibility to be creative in planning the event and activities for the weekend.

What does the Club have to do?

The club is responsible for the below areas with the ongoing support of ATVAM.

- Secure Location
- Plan Schedule of Events
- Secure VIP Lunch
- Plan and provide volunteers for events
- Secure Saturday night meal – need contract from caterer with price of meal, gratuity and terms of payment outlined
- Provide volunteers to organize and setup auction items (3-4 people)
- Provide volunteers to sell raffle tickets during the Saturday evening meal (6-8 people)
- Secure Sponsorships and Advertisers
- Provide Volunteers for Registration (2-3 people per shift)
- Provide Volunteers for Saturday night auction and raffle (5 people)
- Ensure trails are well signed. Provide maps of area and/or provide guides.

Earning Potential – Revenue and Expenses

The club will be responsible for planning the event while ATVAM will be responsible for payment of the expenses. The key is to plan strategically so that ATVAM and the Club can raise money.

Revenue for the event will come from Registration Fees, Auction, Raffle and Sponsorship.

- Registration fees are setup to be affordable for a family but yet cover costs for the event and still raise additional monies. Typically we have pre-registration at a reduced fee which allows us to plan more

efficiently and manage our expenses. Depending on the # attending, Registration will bring in anywhere from \$6000 to \$10,000 or more.

- Sponsorships are another opportunity to offset the cost of the event. Some clubs directly solicit the funds from local businesses while others will partner with ATVAM. Either way, we've found the most success when we have a "local" individual or organization that has the relationship with the business.
- ATVAM solicits donations from our Business Members, clubs and members for the Saturday night auction. Typically our only expenses around this event is for the letters to the Business, \$300 for Bob's Cycle (they give us \$600 in merchandise), and a donation to the Auctioneer. Depending on the volume and types of donations, Auction will bring in anywhere from \$4,000 to \$8,000.
- A smaller group of items are pulled out of the donated auction items that are used for a raffle. \$1 raffle tickets are sold during dinner and before auctions. Numbers are pulled and flashed on a Red Dot Sign during the auction. Depending on the individuals selling tickets, Raffle will bring in anywhere from \$1,000 to \$2,400.

Expenses for the event can vary depending on location and activities planned. To assist you, listed below are typical expenses for an event.

- Building or Tent Rental – Typically building rent runs from \$150 to \$350. Tent rental with table & chairs runs approx. \$2,400.
- Table/Chair Rental
- Mud Run Insurance - \$275
- Lunch for VIP Ride – about \$5.00 per person
- Saturday Dinner (average \$8.95 per person)
- Coffee, Juice & Rolls for Saturday & Sunday Meeting – approx \$100
- Mailings – Postage, etc – approx \$150
- Auction Expenses - approx \$800

Organizing the Event

To assist you, below is a general list of activities for convention. The meetings and Auction are required. All other activities are optional. In the past several years, Clubs have tried to plan more activities for Friday to entice families to make it a 3 day weekend.

Basic Convention Format

Friday	VIP ride in the morning with local and state dignitaries Registration Riding Events
Saturday	General Session Meeting Riding Events Dinner Auction
Sunday	Board Meeting

Feedback we've received from Convention goes over the years includes:

- I'm looking for a new riding experience or location
- It's our opportunity to meet new people
- I'm looking for events such as Mud runs, Hill Climbs and ATV pulls
- It's a great opportunity to meet new clubs and become more informed on going ons and other events across the state.

The key here is that your club is not limited but rather the sky's the limit. Recently, we've started to include ATV Safety Training over the weekend both Instructors and Youth.

ATVAM does not allow alcohol to be served during the day for the events or riding. This is for liability and insurance reasons. We do, however, recommend a bar for Friday and Saturday evenings.

Promoting the Event

Clubs have worked with Midwest Sports Publishing Network (MSPN) editor of the MN Offroad to sell advertising to local business for a Convention Flyer that also acts as an insert for the paper. We've also done some direct mailing at a higher expense with good results. The key is that the MN Offroad has a larger distribution number at a reduced cost and the extra flyers that are printed are then distributed at Club and ATVAM events during the year.

Other Club Fundraising Opportunities

Some clubs have used Convention as an opportunity to raise additional monies. While ATVAM supports this, the club needs to work closely with ATVAM on these so not to impact overall success for both the Club and ATVAM. Examples include:

- Hat Raffle
- Chili feed/brat feed
- Event Shirts/Sweatshirts
- Vendors – Clubs will solicit vendors and collect fee. We've also had it setup where the Club will partner with ATVAM and then the fee goes into the revenue pot and the club receives a percent.
- Mud Run, ATV Pull, etc – All expenses for pull rental or set up of ATV pull or mud run will be the responsibility of the hosting club, not ATVAM. Any fees/profit made from the event will be kept by the club. Any loss of revenue from the event will be the responsibility of the club.

In closing, the goal is to have a fun packed weekend while making money for your club! ATVAM thanks you for your interest and assistance in planning our next event!