



# Mason Touchdown Club – By the Numbers, 2021 Football Season

Over  
**150**

Volunteers to run the concession stand for 7<sup>th</sup> grade thru Varsity home games over the course of the 2021 season, serving over 10,000 drinks, over 2,000 hot dogs, and thousands of popcorn, candy, and pretzel items to more than 30,000 fans (Exhibit 1)

Almost  
**2,500**

Meals served to football players and coaches before all games during the 2021 season. Each week before every game, football players eat as a team before heading to the locker room. Meals come from local businesses and are purchased and donated. Volunteers pick up the meals, serve the players, and help clean up each week.

over  
**\$60,000**

Raised through SnapRaise, The Legacy Club, Golf Outing, and Comet Card sales. These funds go directly into the program to purchase things like equipment and team meals.

**1**

Number of balls golfers claimed they lost during the 33<sup>rd</sup> annual golf outing. Each year volunteers spend 100's of hours planning and putting on this event hosting over 100 golfers and raising almost \$9,000 for program expenses during the season (Exhibit 1)

Overall, the Mason Touchdown Club had a very productive and successful year. We introduced two new fundraising opportunities and raised significantly more money than Comet Cards alone. Additionally, we had a great year in concessions, due to 1) strong management and control and 2) securing two playoff games at the end of the season

Operating Activities	Income	Expense	Net
Concessions	\$84,447	(\$47,368)	\$37,079
Fundraising - Snap Raise	\$22,456	\$0	\$22,456
Legacy Club	\$22,144	(\$3,784)	\$18,360
Golf Outing	\$15,668	(\$6,893)	\$8,774
Fundraising - Comet Cards	\$6,804	(\$1,500)	\$5,304
Miscellaneous Revenue	\$3,938	\$0	\$3,938
Camp Retreat	\$17,996	(\$15,762)	\$2,233
Apparel Sales	\$1,950	\$0	\$1,950
Sales	\$1,157	(\$693)	\$464
Fundraising - All Other	\$387	\$0	\$387
Interest Income	\$5	\$0	\$5
Staff Expenses	\$0	(\$1,432)	(\$1,432)
Equipment	\$0	(\$4,246)	(\$4,246)
Administrative Expenses	\$0	(\$6,744)	(\$6,744)
Staff Apparel Expenses	\$0	(\$11,396)	(\$11,396)
Team Meal Expenses	\$0	(\$14,114)	(\$14,114)
Staff Stipends	\$0	(\$16,633)	(\$16,633)
Program Support Expenses	\$0	(\$16,974)	(\$16,974)
	\$176,951	(\$147,540)	\$29,411

accounting for 20% of our net revenue. Concessions was our largest revenue source but required a significant investment of time and energy. SnapRaise! required some upfront investment but paid off very nicely with somewhat limited participation. SnapRaise! should continue to grow as parents become more familiar with the concept. We introduced The Legacy Club in 2021 and secured several Founder and Lifetime memberships, generating the majority of the revenue. A large portion of these funds will need to carry over for the term of the contributors' football career (Exhibit 2). We will continue to grow the Legacy Club concept and need to ensure the content on thelonggreenline.com for members is up to date and regularly managed.

## **Budgeting**

As we consider the success of 2021, we need to plan the budgeting process in 2022 with the data we generated this year. Attached in Exhibit 3 is our original 2021 budget with the best estimate of actuals. Using this data and with alignment from the Board and Membership, I am recommending a few things to streamline the process in 2022:

1. Simplified Budget Groups
  - Within each budget group we anticipate numerous line items but need to be flexible and control spending at the group vs. each individual line item.
2. Improved Forecasting
  - COVID created a baseline that made 2021 hard to forecast but as we generate more data this should improve. I am proposing we include in our monthly meetings a forecast to help plan for additional fundraising and/or additional purchases that we can pull forward based on our forecast.
3. Timely Budget Alignment
  - We need to lock our 2022 budget during our February meeting so we can start preparing for fundraising with a target in mind. In 2021 we got behind in this process and created unnecessary stress.

## Exhibit 1 – Concessions & Golf Outing Summary

### Concessions

During the 2021 season we hosted a total of 36 games on 27 dates, including 2 playoff games. Of the 25 regular season dates, we fully covered at least 21 dates. When Soccer and Football overlap on Wednesday, Thursday, or Saturday, we

Concessions Summary	Home Games	Dates
7th Grade	9	5
8th Grade	11	6
9th Grade	4	4
JV	4	4
Varsity	6	6
Playoff	2	2
<b>Total</b>	<b>36</b>	<b>27</b>

arrange for either a shared concession or one sport covering the whole date. In 2022 we will maintain a consistent number of games, but will see a 33% drop in Varsity home games (from 6 to 4) and this is our primary regular season revenue driver (~85%).

We will need to plan for a drop in total concession revenue in 2022 and will continue to lobby for playoff games. Additionally, we will have at least one home scrimmage, so we can coordinate a concession stand being open to try and make up for the lost home games.

Concession Revenue & Expenses		
Regular Season Revenue		\$76,321
Total Expenses		(\$47,368)
<b>Net Regular Season</b>		<b>\$28,953</b>
Net Playoff 1 Revenue		\$3,486
Net Playoff 2 Revenue		\$3,901
Inventory Sale to Basketball		\$739
<b>Total Concessions Income</b>		<b>\$37,079</b>

Identifying our Concession Committee as soon as possible is critical to planning the 2022 season.

### Golf Outing

The 2021 Golf Outing was successful, and we learned a few things that we need to continue in the future. This is not an exhaustive list, but a few things we will need to keep in mind as we plan for 2022:

1. Host on SUNDAY – this seems to eliminate over consumption and people are more likely to finish up and be ready to go after eating and awards.
2. Eat after round – we have used Mission BBQ the past 2 years and sitting down to eat was preferred to trying to eat while golfing.
3. Set-up and Signs – we planned early, but setup took far longer than anticipated and we were still trying to wrap up as golfer's arrived. Melissa needs a few dedicated assistants to drive the whole process

Of note, we offered incentives for joining the Legacy Club as a Lifetime and Founding member that included a free entry into the golf outing. While these were booked at cost to the Legacy expenses, the gross revenue is included below as a MEMO to more accurately reflect the impact of the Golf Outing.

Golf Outing Revenue & Expenses		
Golf Outing Foursomes		\$8,148
Total Expenses		(\$6,893)
<b>Net Golf Outing</b>		<b>\$1,255</b>
Sponsorships		\$7,520
<b>Total Golf Outing</b>		<b>\$8,775</b>
MEMO: Legacy Entry		\$2,400
MEMO Total with Legacy		\$11,175

## Exhibit 2 – Legacy Club Summary

We introduced the Legacy Club in 2021 with great success. While we only sold 19 memberships, we raised a significant amount of money through the Lifetime and Founding levels. We should continue to promote this option for those who don't want to sell Comet Cards and / or participate in active fundraising (i.e. this is your chance to simply write a check).

We will adjust the membership levels in 2022 to reflect the elimination of the Founding Member. The levels provided to parents in the December 2021 meeting are as follows:

- **Lifetime Member - \$1,250**
  - Lanyard and ID identifying as Lifetime Member
  - 2 Stadium/Bleacher Chairs
  - Free admission to all 2022 home games (2 tickets for each game)
  - Free admission to TDC Bash 2022 (2 tickets)
  - Free 2021 Comet Card
  - Free lifetime hotdog and coke at all home games
  - Free lifetime membership to Legacy Club Website Content
  
- **Gold Level - \$500 - Annual Membership**
  - Free admission to TDC Bash 2022 (2 tickets)
  - Free hotdog and coke at each 2022 home game
  - Access to Legacy Club Website Content
  - Stadium/Bleacher Chair
  
- **Silver Level - \$300 (Equivalent to selling Comet Cards) - Annual Membership**
  - Access to Legacy Club Website Content

It's important to note that any funds raised through the Founding or Lifetime Tier will require us create an annuity for the remaining years in the student's HS Football Career. This is currently managed by the Treasurer and for 2022 we will maintain a balance of \$12,801 going into 2022 budgeting with ~\$6,000 available to spend in 2022. It is important that this

Legacy Summary	Sold	Amount
Annual	4	\$1,600
Lifetime	8	\$8,000
Founder	7	\$14,000
<b>Sub-Total</b>	<b>19</b>	<b>\$23,600</b>
Plan Premiums / Fees		\$1,439
<b>Total Legacy Revenue</b>		<b>\$25,039</b>
Legacy Expenses (ALL IN)		(\$4,809)
<b>Net Legacy Annuity</b>		<b>\$20,230</b>
2021 Revenue	\$7,429	<b>Balance</b>
2022 Revenue	\$6,023	\$12,801
2023 Revenue	\$4,004	\$6,778
2024 Revenue	\$2,327	\$2,774
2025 Revenue	\$315	\$447
2026 Revenue	\$132	\$132

is maintained each year we sell Lifetime memberships.

Additionally, we need to plan for incentives prior to the summer so we have everything on hand and ready to go once fundraising starts. We have an inventory of concession cards and a few IDs remaining from 2021 but will need to restock lanyards for 2022. Unfortunately, the cost of the stadium chairs rose from \$29 per unit to \$49 per unit (MOQ 48). They are in stock and can be ordered now but we will have to determine how many we want to try and sell. In 2021 we sold these chairs for \$50 each and made \$20 per chair. We will not be able to charge \$50 in 2022 and will need to decide if we want to sell chairs again.

Mason Touchdown Club

December 31, 2021

Exhibit 3 – 2021 Budget and Actuals

2021 (Proposed Budget)

REVENUE	2021 Proposed	Comment / Note	Actuals	Difference	Comments
Misc Revenue	\$0.00		\$5,095	\$5,095	Chair Sales, deposit in Feb, Social
Apparel Sales	\$1,250.00		\$1,950	\$700	
Comet Cards	\$20,000.00	Offsetting expenses in Program Support	\$6,804	-\$13,196	
Concessions	\$11,000.00		\$83,707	\$72,707	Includes Playoffs
Donations	\$16,400.00		\$22,843	\$6,443	Snap Raise + AO
Future Fundraising	\$4,020.00		\$22,144	\$18,124	Legacy
Golf Outing	\$22,000.00	Offsetting expenses in Program Support	\$15,668	-\$6,332	
Playoff T-shirt Sales	\$1,400.00		\$0	-\$1,400	
Reds Opening Day	\$0.00		\$0	\$0	
Interest Income	\$30.00		\$5	-\$25	
Program Sales	\$300.00		\$0	-\$300	Money flowed thru concessions (est'd \$200)
Split the Pot	\$3,000.00		\$0	-\$3,000	
Ohio Univ. Camp	\$14,000.00	Offsetting expenses in Program Support	\$17,995	\$3,995	Camp at AIA vs OU
<b>TOTAL REVENUE</b>	<b>\$93,400.00</b>		<b>\$176,211</b>	<b>\$82,811</b>	
EXPENSES	2021 Proposed	Comment / Note	Actuals	Difference	Comments
<b>PROGRAM SUPPORT:</b>					
OU Camp	\$14,000.00	Offset in Revenue	\$16,051	\$2,051	Camp at AIA vs OU
Mason College Workout Day	\$0.00		\$0	\$0	
Commitment Workouts	\$400.00		\$0	-\$400	
Team 60 Night (1-60)	\$400.00		\$595	\$195	
Concession Expenses	\$0.00	Offset in Revenue	\$47,368	\$47,368	Includes Playoffs
Comet Cards	\$5,000.00	Offset in Revenue	\$1,500	-\$3,500	
Legacy Expenses	\$0.00	Offset in Revenue	\$3,785	\$3,785	
Golf Outing	\$7,500.00	Offset in Revenue	\$6,900	-\$600	
Middle School Football	\$400.00		\$234	-\$166	
Comet Ties	\$500.00		\$1,434	\$934	
Fraud Transactions	\$100.00		\$0	-\$100	
Hardships	\$500.00		\$37	-\$463	
Contingency Reserves	\$1,500.00		\$3,320	\$1,820	Leadership Books, Framing for Jerseys, Chairs for resale
Senior Book	\$650.00		\$854	\$204	
Drinks/Power Bars	\$1,500.00		\$750	-\$750	
Equipment/Repair	\$3,400.00		\$4,246	\$846	Includes accelerated purchase of winter training
Countdown to Greatness	\$1,250.00		\$1,050	-\$200	Green Madness Pizza
HUDL Sideline	\$0.00		\$1,800	\$1,800	
Video Equipment and Services	\$0.00		\$663	\$663	
Winter Social	\$0.00		\$2,770	\$2,770	
Yard Signs	\$0.00		\$1,045	\$1,045	
Heritage Day	\$50.00		\$0	-\$50	
Homecoming	\$150.00		\$0	-\$150	
Little Comet Night	\$250.00		\$0	-\$250	
Tailgate Night	\$250.00		\$100	-\$150	
Senior Fire	\$350.00		\$473	\$123	Includes movie night
Playoff T-shirts	\$3,000.00		\$0	-\$3,000	
Player Recognition	\$550.00		\$550	\$0	
Championship Weekend	\$1,100.00		\$0	-\$1,100	
<b>Sub-Total Program Support</b>	<b>\$42,800.00</b>		<b>\$95,525</b>	<b>\$52,725</b>	
<b>STAFF:</b>					
Coaches Supplies	\$50.00		\$90	\$40	
Professional Development	\$3,000.00		\$1,264	-\$1,736	Nike Training
Little Comet Coach Clinic	\$0.00		\$0	\$0	
Staff Apparel	\$11,800.00		\$11,396	-\$404	
Staff Meeting	\$400.00		\$0	-\$400	
Stipends	\$20,500.00		\$16,633	-\$3,867	
<b>Sub-Total Staff</b>	<b>\$35,750.00</b>		<b>\$29,383</b>	<b>-\$6,367</b>	
<b>HOSPITALITY:</b>					
Coaches Meals	\$600.00		\$80	-\$520	
Freshman Meals	\$2,100.00		\$2,460	\$360	2520
Middle School Meals	\$1,600.00		\$5,394	\$3,794	
Senior Dinner	\$500.00		\$700	\$200	
Senior Night	\$250.00		\$556	\$306	
Team Meals	\$4,500.00		\$6,261	\$1,761	
Year End Banquet	\$2,050.00		\$400	-\$1,650	
<b>Sub-Total Hospitality</b>	<b>\$11,600.00</b>		<b>\$15,850</b>	<b>\$4,250</b>	
<b>ADMINISTRATIVE:</b>					
MABA	\$0.00		\$5,000	\$5,000	
Auditor Fees	\$250.00		\$0	-\$250	
Benevolence	\$150.00		\$0	-\$150	
Board Expenses	\$500.00		\$340	-\$160	
Postage	\$200.00		\$226	\$26	PO Box
Printing	\$100.00		\$0	-\$100	
Promotion	\$750.00		\$0	-\$750	
Tax Return	\$50.00		\$0	-\$50	
Website/Technology	\$1,250.00		\$1,178	-\$72	Sporst Engine + GoDaddy + Ting
<b>Sub-Total Admin</b>	<b>\$3,250.00</b>		<b>\$6,744</b>	<b>\$3,494</b>	
<b>Total Expenses</b>	<b>\$93,400.00</b>		<b>\$147,501</b>	<b>\$54,101</b>	
Net (should zero balance)	\$0.00		\$28,710.00		