

**BOGUS BASIN SKI CLUB**  
**EVENT & MARKETING / PROMOTIONAL**  
**REQUEST & PROCESS FORM**

[www.bogusbasinskiclub.org](http://www.bogusbasinskiclub.org)

<b>EVENT TITLE:</b> BBSC at Greenwood's Ski Haus – Powder to the People
<b>Date of Event:</b> Saturday, October 12, 2013 <b>Time:</b> 10am – 2pm <b>Hours Duration:</b> 4 hours
<b>Request Date:</b> August 7, 2013 <b>Submitted By:</b> Kim Hovren
<b>Contact Info:</b> <a href="mailto:marketing@bogusbasinskiclub.org">marketing@bogusbasinskiclub.org</a> 208.870.4043
<b>Event Leader(s):</b> Jeff Day & Kim Hovren <i>(Identify best categories)</i>
<b>Event Objective:</b> Membership / Marketing / Promotions / Social / Civic / Fundraiser
<b>Event Highlights:</b> Opportunity for (BBSC) membership and season pass sales / raffle sales;
<b>Contact Info:</b> <i>(Provide list Names and Contact info of the Committee)</i> Carrie Gochner / <a href="mailto:skihaus@fiberpipe.net">skihaus@fiberpipe.net</a> / 208.342.6808
<b>PSA Content Approved to Publish:</b> YES
<b>VOLUNTEER REQUIREMENTS:</b> <i>(This information will be provided to the Membership Director)</i> <i>Please provide all specific areas that will need a volunteer and hours required</i>
<i>Board members manned the booth &amp; answered questions</i>
<b>Contact Info:</b> <i>(Provide list Names and Contact info of the Committee)</i> <b>Co-Chair:</b> Jeff Day <b>Co-Chair:</b> Kim Hovren <b>Committee List:</b> Cooking and Serving – Jeff Day
<b>Equipment Hauling – Paul Markowitz</b>
<b>(De-Facto):</b> Marketing Director – Kim Hovren, <a href="mailto:marketing@bogusbasinskiclub.org">marketing@bogusbasinskiclub.org</a> 208.870.4043 Social Media Director - Daryl New, <a href="mailto:socialmedia@bogusbasinskiclub.org">socialmedia@bogusbasinskiclub.org</a> 208.867.9738 (did not attend) Membership Director – Stephanie Jenson, <a href="mailto:membership@bogusbasinskiclub.org">membership@bogusbasinskiclub.org</a> 208.515.4350 (did not attend) BBSC President – Darryl Kuhrt, <a href="mailto:darryl.kuhrt@gmail.com">darryl.kuhrt@gmail.com</a> 208.870.6628
<b>BUDGET REQUEST:</b> Does the event need funding? <i>(Please itemize – Board approval required)</i> (see Exhibit A) Food and Beverage was supplied by Greenwood's Ski Haus

EVENT DETAILS: (Please provide)

Oct. 10-13

## “Powder To The People!”

### **Saturday, Oct. 12 from 10am-2pm**

Representatives from Bogus Basin, Brundage and Tamarack will be at the Greenwood's Ski Haus store answering questions about the season ahead. On Saturday, Greenwood's and **Bogus Basin Ski Club** will treat you to a **FREE hotdog and soft drink from 11am-2pm.**

**BBQ by BBSC Master Griller, Jeff Day!**

Mark your calendar and join us for a weekend of fun events, drawings, and great deals on gear and clothing. Bogus Basin ski club membership, event and trip information will be available.

#### **Location: GREENWOOD'S SKI HAUS**

2400 Bogus Basin Rd, Boise, ID 83702

(208) 342-6808

[Info@GreenwoodsSkiHaus.com](mailto:Info@GreenwoodsSkiHaus.com)

#### Request & Process:

The following is to be filled out by the Event Leader. This form is to serve as an Event & Marketing and Promotional process guide for the Marketing Director, Event Leader and club volunteers.

Event & Marketing/Promotional requests should be submitted **no less than 90 days prior** to the event date.

**Publish Date Required:** All marketing requests are date driven. Please define & submit required date for publication.

**Frequency:** Define dates that notification needs to be repeated or distributed.

**Budget:** An approval by the club board of directors is required for all media/promotional purchases.

**Content Approval:** Designated club board members must approve of all information distributed to it's membership and general public.

#### Term Definitions:

##### **PSA: Public Service Announcement**

Club supported Event, Trip or General club information that needs Marketing and Promotional support requires details. For all marketing materials, in order to be **published and distributed** should contain the following details:

*Provide Date, Time & Event information.*

*Artwork &/or pictures are recommended (logos, etc) in a .jpg or .pdf format.*

*Social Media Link information*

*Event Contact*

When request is completed, submit to Marketing Director –  
marketing@bogusbasinskiclub.org

Other Event Materials to consider:

- Membership Forms – Contact Club Membership Director – Forms made available
- Cash & Payment – Contact Club Treasurer
  - o **Beginning cash received; Recommendation – Provide financial summary report or a Cash deposit report at beginning to Event Leader for reconciliation purposes.**
- Club Affiliate information: Intermountain Ski Council, FarWest Ski Alliance, Other – **Michael Bouton was there to represent ISC & FWSA**
- Trip/Event Information – **Used quarterly update mailer that provided event details.**
- Raffles / Give Aways – Contact Designated club member – **Rosie Rosco coordinated**

**Exhibit A: Financial Summary – updated 11/1/2013**

Prepared by: Kim Hovren

**POWDER TO THE PEOPLE – A BBSC & Greenwood's Promotional event**  
**Date: October 12, 2013**

BUDGET	2012	Estimated 2013	Actual 2013	Difference Estimated / Actual	Difference 2013 / 2012
Revenue	\$0.00	\$0.00	\$107.00	\$107.00	\$107.00
Expenses	\$0.00	\$0.00	\$26.85	\$26.85	\$26.85
Net Revenue	\$0.00	\$0.00	\$80.15	\$80.15	\$80.15
Attendance	NO INFO	N/A	25	25	25

**FINANCIAL SUMMARY:** (Enter details here)

1. **How was Revenue generated? Membership and Raffle.**
2. **Event budget presented & approved by Board of Directors – (DATE) NO BUDGET APPROVAL REQUIRED – FOOD AND BEVERAGE EXPENSE PAID BY GREENWOOD'S SKI HAUS**

**OTHER NOTES:** (Enter details here)

10/28/13

Bob –

Would it be possible for the Treasurer to keep & track the gift certificates? A recommendation going forward is for the monthly Treasurer's report list/inventory the current gift certificates.

Info that would be beneficial for reporting & tracking:

1. Name & specifics of certificate
2. Face or replacement value
3. Acquisition details of certificate: by whom, purchase price, date of acquisition
4. Purpose of certificate
5. Date of expiration
6. Date Issued (given away) & closed 7. Other?

## Statement of REVENUE & EXPENSE

**EVENT: POWDER TO THE PEOPLE – A BBSC & Greenwood's hosted event**

**DATE: October 12, 2013**

REVENUE	Total	# people	Comments / Items
<b>Beg Cash</b>	\$65.00		<i>(Beg. cash is not accounted in total revenue; for cash reconciliation, only)</i>
Cash	\$47.00		<i>Summary: Raffle (\$22) &amp; membership (1): Pietz \$25</i>
Checks	\$50.00		<i>Summary: (2) checks: Pietz \$25 #5404, Fuller \$25 #1692</i>
Pre-Paid	\$0.00		<i>(PayPal, web-site payments)</i>
No Fee	\$0.00		<i>(appointed guests)</i>
Raffle	\$10.00		<i>Additional raffle\$</i>
Trips	\$0.00		
Ski Passes	\$0.00		
Memberships	\$0.00	4	<i>Summary: (2) checks: Pietz \$25 #5404, Fuller \$25 #1692 + (1) cash Pietz + 1)Rosie Rosco – check was not attached &amp; requires follow up.</i>
Other	\$0.00		
Other	\$0.00		
<b>Total Revenue</b>	<b>\$107.00</b>	25	<i>Summary: Free to the general public.</i>
<b>EXPENSES</b>			
Food & Beverage	\$0.00		<i>Provided by Greenwood's ski haus</i>
Entertainment	\$0.00		
Park Fee	\$0.00		
Supplies	\$0.00		
Other Fees	\$0.00		<i>(parking, booth rental, etc.)</i>
Misc	\$0.00		
Reimbursements	\$0.00		
Publicity/Marketing	\$26.85		<i>FedEx Office &gt; Print: \$8.83 + Print: \$18.02 (request by Rosie, includes poster materials – see receipts) Make Payable to Kim Hovren</i>
Other	\$0.00		
Tax	\$0.00		
<b>Total Expenses</b>	<b>\$26.85</b>		
<b>Net Revenue (Loss)</b>	<b>\$80.15</b>		

## BOGUS BASIN SKI CLUB EVENT & MARKETING / PROMOTIONAL REQUEST

Please check and provide details of your requirements. Thank you!

PSA Categories	Yes	No	Publish Date Required / Frequency	Budget\$	Event Leader – Comments/Request
<b>E-Publicity</b>					
Constant Contact	X				
Web-site	X				Greenwood's Ski Haus also has PSA on their web-site.
Social Media	X				
Other		X			
<b>Media</b>					
Radio		X			
Television		X			
Video / DVD (stand-alone)		X			
Other		X			
<b>Print Advertisement</b>					
Print: Newspaper / Magazine		X			
Community Calendars		X			Consider it for next year - 2014
Poster		X			
Hand-outs / Flyer information	X				Membership, Ski Pass project, Raffles
Quarterly Club	X				Made available – Quarterly update mailer

Update Mailer					w/ events, trip & calendar
The Mogul – Club Newsletter		X			Not in service at this time
Billboard		X			
Poster Panel		X			
Other		X			
<b>Club Signage</b>					
Club banner	X				
Club table cover	X				
Event signs	X				Request by Rosie Rosco, signage for raffles
Other		x			
<b>MISC</b>					
<i>Please list:</i>					
<i>Please list:</i>					
<i>Please list:</i>					

<b>Inventory – Equipment List owned by Bogus Basin Ski Club</b>		
<b>08/20/13</b>		
<b>Storage unit 390</b>	<b>Republic Maple grove</b>	<b>665 S maplegrove</b>
	<b>376-6000</b>	<b>Boise, ID</b>
<b>Need Key and Pass Code</b>		
<b>Item</b>	<b>Number</b>	<b>Location</b>
Tables long	4	Storage unit
Table short	1	Storage unit
Step ladder	1	Storage unit
Display Kit	1	Storage unit
Tall Banner	1	Storage unit
Beer tap with co2	1	Storage unit
Tail gate banner	2	Storage unit
Pop up tents	2	Storage unit
Rims for Banner	2	Storage unit
Lawn signs	2	Storage unit
Coolers	4	Storage unit
Coffee pot 70 cup	1	Storage unit
small drink cooler	2	Storage unit
Lamp battery operated	1	Storage unit
k bob skewers	6	Storage unit
Hot dog forks long	20	Storage unit
1/3 pans	5	Storage unit
roster oven	1	Storage unit
casino night stuff	bunch	Storage unit
SS punch bowl	1	Storage unit
X mass decorations	bunch	Storage unit
canopies	3	Storage unit
hot drink dispensers	3	Storage unit
Wind blade	1	Storage unit
Storage bag	1	Storage unit
Computer	1	BBRA Office
36" sharp lcd TV	1	BBRA Office
Display case	1	BBRA Office
Large wheeled B b Q	1	?
Small TV	1	Jane Gabbert has
yurt stuff		