

# Non-Dues Revenue Idea Bank: Cornhole Tournament

## Submitting HBA:

Shenandoah Valley Builders Association (VA)

## HBA Website:

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

## HBA Point-of-Contact:

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## Description and Purpose

This is cornhole tournament and mixer is held every fall at a member's business. The association also invites prospective members to play and network with members.

The purpose is to provide a casual and fun networking event for HBA members and prospects. It gives prospects an opportunity to meet and greet current HBA members. This event also creates exposure for the member hosting the event.

## Funding the Event

Sponsorships are sold, which include two-person teams. The sponsorships are used to fund the cash prizes for 1st and 2nd place winners, as well as to offset the food and drink costs for the host sponsor.

## Overcoming Obstacles

No major obstacles are typically encountered, other than getting people to RSVP and making certain you have members bring cornhole boards to play on. It is also encouraged that your HBA not make the cash prize so attractive that it encourages participation by people who find and enter cornhole tournaments regularly. This can cause problems with the competition.

## Basic Steps to Execute the Event

- Set an appropriate budget for food, drink, and prizes.
- Set sponsorship levels to help offset all costs and secure a member venue for the event.
- Be certain to review hosting costs with the member to properly account for food/beverage. You will also want to make certain your host has a warehouse in case of inclement or cold weather.
- Begin promoting the event and sponsorship sales at least 30 days out through emails, social media, newsletter, and phone calls and make sure you have event registration available.
- Hire a food caterer. Try to enlist members to deliver kegs/drinks.
- Make sure you have all necessary information to make tournament brackets onsite and that you are prepared to take cash for prizes.
- Take the time to review the playing rules at the event.
- Be sure to have plenty of signage for the event and its sponsors.

