

U.S Naval Academy Alumni Association and Foundation
2015 Away NAVY FOOTBALL Planning Information & Acknowledgement

For local USNA Alumni Chapter and Parent Club Organizations

Purpose: This planning document is provided to help in the decision process when considering, as the local Alumni Chapter and Parent Club, to welcome the U.S. Naval Academy, Navy Football and the USNA Alumni Association and Foundation to your area.

Please look over the entire document as you consider agreeing to this partnership and being an active advocate in support of the Naval Academy and the Brigade of Midshipmen. The USNA Alumni Association & Foundation's plan and yours, as local representatives, will be to highlight your community support and passion for the Naval Academy. These football weekends are a great opportunity to showcase your local chapter/club, welcome the leadership of USNA to your community and bring All navy alumni, parents, families and friends together for a fun weekend! Thank you in advance for your partnership with us, and we are looking forward to working with you.

This football planning document is a framework, garnered from the 4 years of events experiences, it is a compilation of what has worked, what needed to be explained in depth and lesson learned from Alumni Chapters and Parent Clubs as previous hosts of Navy Football. However, each football weekend is a unique experience to your community and we encourage you to plan and host events suitable to your Alumni Chapter/Parent Club.

Away Football Events to be considered:

1. **Welcome Reception:** held the day before the game. The Alumni Assoc. will secure either the USNA Superintendent or Commandant as the keynote speaker for this event. The Chapter and/or Parent Club can take the lead on hosting this event, however partnership between the Alumni Chapter and the Parent Club typically lead to larger membership attendance. This reception will feature a USNA keynote speaker along with the President/CEO of the Alumni Assoc. & FDN.
 - The Superintendent/Commandant (guest speaker) and spouse are given complimentary meals.
 - Other USNA official party guests may also attend the reception.
 - USNA Alumni Assoc/Foundation will register and provide payment for all Alumni Assoc. and Foundation traveling staff attending reception, including our CEO and other members of USNA official party- (Supe's aide, Dean's etc.)
 - The average attendance for the 2014 Welcome Receptions was 125 people
 - This reception is typically a seated dinner with presentation/speaker following the meal
2. **A pre-game Tailgate:** hosted by either the Parents Club or Chapter, is held at the opposing/ host teams' stadium for all Navy Alumni, Midshipmen, USNA official party members, families, and fans.
 - All USNA official party, Alumni Assoc. and Foundation traveling staff attending tailgate will be paid for by NAAA and the Alumni Association.
 - All USNA Midshipmen attending will be paid for by USNA MWF at a set rate of \$10 per Midshipmen. The Alumni Association will let the Club/Chapter know the estimated number of MIDS to attend at the beginning of the football season and the final number will be given the week of the game. A check will be delivered by staff on game day.

3. Optional: USNA Admissions may execute an Admissions Forum for high school students in the area. Generally this is conducted on the pre-game morning and is run by the USNA Admissions staff with support by the local Blue and Gold Officers. The local Naval Academy Parent Club may also set up a table and support the Admission Forum, answering questions and aiding the USNA Admissions Staff.
 4. Optional: The Foundation may execute an invitation only cultivation/donor event in the area. This could be a reception, breakfast, or meeting. Normally the Chapter and Parents Club have no responsibility in this event.
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Planning Steps:

Designate a point of contact (POC) person from the Alumni Chapter and/or the Parent Club to lead the event planning and provide information and updates to the Alumni Assoc. and direction to its volunteers. We, (the USNA Alumni Association) cannot stress the importance of a working partnership between the Alumni Chapter and Parent Club especially in support of the Away Football events.

POC for the Alumni Association: Elizabeth Beedenbender at 410-295-4166/ elizabeth.beedenbender@usna.com and/or Joe Fagan at 420-295-4035 [/joe.fagan@usna.com](mailto:joe.fagan@usna.com) . They will work directly with the local Alumni Chapter/Parent Club POC to support and in the planning of the Away Football events.

- ❖ Once the 2015 Navy Football schedule has been confirmed, it will be sent to all host Chapter/Clubs.

Welcome Reception location: the Chapter or Club needs to determine the type of reception it would like to host, if luncheon or sit-down dinner. Typically USNA will have an official hotel and the welcome reception can be held at this venue or if the Chapter or Club has a large coverage area it is recommended to pick a centrally located venue for the reception.

- Agenda: The keynote speaker typically begins the presentation, immediately after food is eaten. Once the speaker has completed their presentation, they can be available for questions following the presentation.
- The event agenda needs to be organized and sent to Elizabeth before the reception for the speaker's approval.
- A podium, microphone, projector and large screen/monitor will be needed for the speaker's presentation.
- USNA Alumni Assoc. staff can bring a laptop with speaker presentations, if necessary.
 - It is recommended to create a menu and pricing for the reception not to exceed \$50.00 per person

Tailgate Location: The Alumni Chapter/ Parent Club should contact the opposing team stadium and/or Alumni Association to begin the process of choosing a tailgate location now, we are confirmed to come to the area to play, just waiting on the specific date. Securing a tailgate location and catering services should be accomplished as soon as possible. Cost for location and food services will determine ticket prices and in the planning for event registration, advertising, press releases and creating any invitations to your local community.

- The time of year, local interest for Navy Football and the number of MIDS attending will factor in the tailgate location.
 - *Before agreeing to or contracting for a Tailgate location, please verify the location with USNA AA POC, Force protection rules may dictate tailgate location.
- The typical tailgate attendance in 2014 ranged from 300 at the low end and up to 1400 attendees, 2 tailgates were sold out and people turned away due to running out of food/beverages.
- Weather should be factored into your location selection. If outside, tents will need to be set-up for rain/shade. If inside will facility host minimum of 500 people with tables and chairs for seating and is there room to expand?
 - Recommended Tailgate price not to exceed \$40 per person.
 - A secondary menu for MIDS attending that can be covered under the \$10.00 per USNA supplements is recommended as well.

Caterer: Once locations are secured, you will need to secure a caterer or food service, depending on the venue and host university requirements. It is recommended to create a menu and pricing for the reception not to exceed \$50.00 per person and for the tailgate not to exceed \$40 per person. A secondary menu for MIDS attending that can be covered under the \$10.00 per USNA supplements is recommended as well.

- We (the Alumni Assoc.) cannot stress this next point enough: a majority of kick-off times are not permanently set until 10 days before the game due to national/ local TV requirements. Kick-off times can change at any time in the week preceding the game. In 2013, four (4) of the Away games had their kick off time changed due to TV coverage. For 2014 kick-off for South Alabama was not confirmed until 10 days before game
- When securing a caterer please stress the need for 2 meal plans, a) the typical tailgate menu and b) an early morning alternative/ brunch meal, this allows flexibility if game shifts to a morning kick-off.

Invitations: The Superintendent/Commandant and a large "official party" of USNA leadership will attend the away football games, which provides a tremendous opportunity to "share the USNA story" with influential community leaders, and local organizations and leaders in your geographic area. To maximize this opportunity to inform and advocate USNA, it is recommended that all of the following individuals are included in your event's invitation list.

- ❖ All USNA Alumni, parents and friends in the geographic area-(covered in the net-community email)
- ❖ Blue and Gold Coordinators and Officers (included in the net community email)
 - Potential USNA Candidates and their parents- should be facilitated by BGO's
 - Opposing Host University leadership- President, Athletic Director, Alumni Association Director

- Navy League representatives.
- Local leaders, i.e., the mayor and members of congressional staffs.
- Local educators, guidance counselors, principals and athletic coaches.

Official Party protocol:

- AA Staff will let the Chapter/Parent Club know who will be attending for the "official party" approximately 1 week before the game.
- AA staff will be responsible for coordinating official party arrival.
- Please reserve 2 tables for official party seating.
- The Cheerleaders and Drum and Bugle Corp will kick off the tailgate welcome with a 7 to 10 minute performance of cheers and Navy songs.
- The Chapter/Club president/event POC will welcome all to tailgate following D&B/Cheer performance.
- USNA Superintendent and AA CEO will do a brief welcome and thank you to all attending the pre-game tailgate and to thank local community for the support and enthusiasm for Navy Football, typically 10 to 15 minutes!
- The tailgate needs to have a microphone and podium available for welcome remarks
- Detailed tailgate checklist is included in this packet (last page)

MIDSHIPMEN: If Midshipmen are approved to travel to away football events, please plan for an average of 200-300 Midshipmen.

- All MIDS will be required to muster at the tailgate and chapter/club will need to provide tables for brigade staff for MID check-in
- Typically there is no march on at Away Football games.
- MIDS wanting to attend the Friday Welcome Reception will have to request a chit to depart before movement order/buses leave from USNA for game.
- **The exact number of MIDS attending the Away Football tailgate and game will be provided to the Chapter/Club approximately 1-2 weeks before the game.**
- Lodging for the Drum & Bugle and Cheerleading squad will be provided by USNA as those teams will be on movement orders from the Naval Academy.
- All other MIDS traveling to the game are responsible for securing their own lodgings in the Away Football city.
- AA Staff will provide the bus drop off location to the Club/Chapter in the week before the Away Football event.
- AA Staff will pick-up the USNA check to cover ALL MIDS at tailgate (includes D&B and Cheer) from the USNA MWF office before departing Annapolis.

Sponsorship: Local sponsorships are a good way for the Chapter/Parent Club to defray costs of the events.

- If sponsorships are being pursued, please keep the AA POC up to date on these partnerships, to ensure there is no conflict of interest with the Midshipmen and/or USNA official party being present.
- If sponsorship is confirmed/acquired, the arrangement must be made between the chapter/club and the corporation providing the funding.
- Typically sponsorship companies want a tax write-off for their sponsorship. If your chapter/club has non-profit status, you can provide a receipt for the tax free donation for the tailgate

sponsorship. The tax free status has to be handled through the chapter/club and the company providing the money for the event.

- The USNA Alumni Assoc. cannot provide tax exemption information or a tax id number for a chapter/club event sponsorship as USNA AA is not receiving the sponsorship for the chapter/club event.
- USNA AA will add sponsor name and logo to the Away Football event webpage's and all email communications.
- All Tailgate sponsorship companies can provide banners to hang at event and Chapter/Club should have signage at events to thank sponsors.
- The Alumni Association will also work to secure sponsorship through the corporate partner program for local partners in your geographic region and facilitate any funding acquired.

Advertising Football Events: Through www.usna.com, Elizabeth/Joe will create a webpage for each away football game; these pages will include the details of the upcoming Away events and all event registration information and links for registration, whether you use usna.com registration or an outside entity. To view past football registration pages, click on the links provided:

Football Event webpage examples:

NAVY @ Texas State: <http://www.usna.com/page.aspx?pid=899>

NAVY @ Air Force: <http://www.usna.com/page.aspx?pid=901>

Navy @ South Alabama: <http://www.usna.com/page.aspx?pid=893>

- In order to set up the Away Football webpages and start the advertising process, please submit all the event information in a flyer or document format, include locations address, date, time, menu, maps if available, event price for adults, price for children and any additional event or registration details including forms for mail in registration and if walk in/day of event registration is an option. See flyer example below.
- Once all event information is set up and registration is open, Alumni Assoc. will create an email regarding your away football events. All information, registration links and event flyer will be sent to all Alumni, parents and friends within a 7 state/300 mile radius of the game. All Alumni, Parents, friends and Navy Fans are welcome to attend all away Navy events.
- The first net-community mass email will be sent 6 weeks before the game. A second mass email will be sent with any kick-off changes, events details and registration close dates, this goes at the 2 week point before the football game.
- Please advertise locally as well by posting event information and the flyer on your Chapter or Club website. Distribute hard copy of flyer to local businesses and community locations.

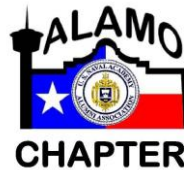
EVENT FLYER EXAMPLE



Join the Alumni Association to welcome NAVY Football to San Marcos Texas!

Friday 12 September

USNA San Antonio Alamo Alumni Chapter Dinner



Seated Dinner and Special Presentation by the 62nd Superintendent

VADM Walter "Ted" Carter, USN '81

7:00pm

New Braunfels Civic Center, 375 South Castell Avenue, New Braunfels, TX 78130(830) 221-4011

\$35.00 per person and [online registration is open](#) (login required)

All are welcome to attend and listen to USNA Leadership present on the Naval Academy

Saturday 13 September 2014

GO NAVY! Beat the Bobcats TAILGATE

Hosted by the USNA Alumni Chapter of Austin!

4:00pm Tailgate opens and located at the Texas State Track Field

[Location Map](#)

Join the Austin Chapter Alumni, Drum and Bugle Corp, USNA Cheerleaders and USNA Leadership along with parents, families and Navy Friends to cheer Navy Football on the Victory!

\$25.00 per person and [online registration is open](#) (login required)

Limited Walk-in registration will be available day of the tailgate.

NAVY/Texas State Tailgate sponsored by



It is Military Appreciation Day at Texas State and the festivities will include a military flyover and a fireworks display after the game at Bobcat Stadium

We hope all USNA Alumni, Parents, Families and Friends can join us in saluting our military members!

NET-COMMUNITY EMAIL EXAMPLE



U.S. Naval Academy Football: NAVY @ University of South Alabama Jaguars

Friday 28 November 2014 Kick-off 2:00pm CST/ 3:00pm EST – LADD PEEBLES STADIUM, Mobile, AL. The game will be televised on CBS Sports Network.

Thursday 27 November 2014 : "BIG GUNS SOCIAL" at the USS Alabama Memorial Park in Mobile: The South Alabama Chapter will host a cocktail reception to welcome VADM and Mrs. Ted Carter '81, CAPT Bill Byrne '87 and Navy Football to Mobile, please join us after Thanksgiving at the USS Alabama Museum, 5:00 to 8:00pm

Friday 28 November 2014: Pre-game Tailgate: 11:00am LADD PEEBLES Stadium, Mobile, AL.

Hosted by the Naval Academy Alumni Chapter of South Alabama. Join VADM Carter '81, 62nd Superintendent, and CAPT Byrne '87, 85th Commandant of Midshipmen, along with Alumni Association and Foundation staff, alumni, parents, families and fans to cheer for a victory over the USA Jaguars.

Game Day Shuttle Service: Provided by University of South Alabama! Due to the Jaguars game versus Navy falling on "Black Friday", November 28th...USA shuttle service have moved from BelAir Mall to Lipscomb Field "The Lip" which is located on Michael Blvd just off of Montlimar Drive.

- \$2.50 per person
- Shuttles begin running 4 hours prior to kickoff and up to 90 minutes after game
- Archbishop Oscar H. Lipscomb Complex- aka "The Lip"- [location map](#)
- Address: 3610 Michael Blvd. Mobile, AL 36609.

Navy Host Hotel: Renaissance Mobile Riverview Plaza, 64 South Water Street, Mobile AL 36602, 215-438-4000- please use this code for the discounted rate: **Book your group rate before Thursday 20 November!**

[Book your group rate: Navy v. USA Fan Block.](#)

A Big NAVY THANK YOU to our Event Sponsors:



For more information for the NAVY- USA Big Gun Social, Pre game Tailgate, host hotel in Mobile, please see the [flyer](#) or visit our [South Alabama event page](#) at www.usna.com

All USNA alumni, parents, Blue and Gold officers, USNA candidates, families and all Navy friends are welcome to register and attend the Navy Reception and Tailgate.

***Login Required:** You will need a username and password to register **ON-LINE** for events through www.usna.com. Online registration is free and may take 24 hours to process. Please send mail-in registrations to Brian Campbell directly.

We look forward to seeing our Navy family and friends in Mobile for another great day of Navy football!

GO NAVY! Beat the Jaguars!

U.S. Naval Academy Alumni Association

247 King George Street, Annapolis, MD 21402

(410) 295-4000 | alumni@usna.com



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Online Event Registration: The Alumni Association has an online registration system that the Chapter/Club can use to host your event registrations for the Welcome Reception and the Tailgate. In

using the AA event registration, when alumni, parents and friends log in and register for your event, their contact information is automatically added to the event, generates an email confirmation to the event POC and the registrant and creates registration/attendee lists for the events, tracking numbers and money received.

- Our online system requires a username and password. It is free to create a new user registration at www.usna.com and takes 24 hours to process.
- We can also add a mail-in registration form for people wanting to pay by check or cash. It can be downloaded from the website page created for the football events by-passing the need to create a username and password to log into www.usna.com
- If you choose to use the Alumni Assoc. online registration systems the Chapter/Club is required to submit a Cash Management Agreement. This allows USNA AA to send any money received from the registration revenue as a direct deposit to the Chapter/Club account.
- Please keep in mind that the online registration credit card processing fee is 5%, so please determine event pricing accordingly.
- Elizabeth/Joe will discuss the process of the online registration through www.usna.com in detail with you at any time.
- ❖ If you choose to use an outside registration system, the Alumni Association cannot provide technical support for a Third party system.

Quick Process Review -first steps upon agreeing to host football events

Consider sharing responsibility for Away Events between the Alumni Chapter and the Parent Club, ideally with past events the Chapter hosted the Welcome Reception and the Parent Club hosted the Tailgate, one entity should not be responsible for hosting and funding both events, it is critical for both the Alumni Chapter and Parent Club to partner on these events throughout.

Responsibilities: Chapter/Club POC initially is responsible for:

- ❖ Establish a tailgate team of chapter/club volunteers
- ❖ Establish a team for Welcome reception
 - Find appropriate venue for Welcome Reception
 - * Before contracting for a tailgate location, PLEASE verify with USNA AA staff- Force protection rules may dictate location.
 - Meet with Host university to confirm tailgate location
 - Secure caterer/ food service for reception and /or tailgate menu
 - Establish prices for events
 - Submit all requested information to set up webpages at www.usna.com to include event details, registration forms; on-line and mail in registration.
 - Submit cash management agreement for online registration through USNA AA.
 - Test all online registration links before registration can be open
 - Receive and monitor all online email confirmations
 - Refund any cancellations of event registrations
 - Track all attendees for events
 - Alert AA POC to any potential VIP's, community leaders and corporate sponsors attending events. Please advise AA if you expect any of the local VIP's to speak at the tailgate.
 - The Chapter/Club is responsible for the check-in table on day of event and providing name tags for all guests (if applicable, usually only for the Welcome Reception).
 - Chapter/Club will need to provide cash box for walk-in cash payments and checks

The USNA AA Staff is responsible for:

- Support and advice throughout entire event process
- Creating Away football event pages at www.usna.com
- Setting up all coding for cash management processes through Alumni Assoc. website.
- Setting up and testing of online event registration
- Receiving and monitoring all event registration confirmation emails
- Rectifying an issues with the online registration system
- Ensure / verify with the Chapter/Club an accurate list of USNA official party and VIPs attending each event so protocol is observed and funding/payment is provided.
- Sending weekly event attendee reports and summary of funds report.
- USNA AA can provide on-site credit card processing for day of/walk-in registration at reception and tailgate.

Again THANK YOU for hosting these events in support of Navy Football and the Naval Academy and we look forward to partnering with your Alumni Chapter and Parent Club throughout the entire process.

After the Football Weekend, Lessons Learned:

After your Away Football event, we would appreciate your feedback on the overall process and success of your reception, dinner, or tailgate and ways in which we can better serve you in the future. We would like to know if we, The Alumni Assoc. responded to your correspondence and phone calls promptly and with the necessary answers. Was your ticket pricing cost effective? Do you feel that communication efforts i.e. press releases and flyers timely and effective?

Please email Elizabeth/Joe with your thoughts and ideas on what worked, and what didn't during the planning and execution stages of your event. Your feedback is extremely important to us as a participating advocate and partner in support of The Naval Academy, the Brigade of Midshipmen along with the USNA Alumni Association and Foundation.

[Acknowledgment and receipt of the 2015 USNA Alumni Association Football Planning Agreement.](#)

Please sign and return either an electronic or hard copy of this form as confirmation you have received and acknowledged this document and partnership hosting the 2015 Away Football Events.

As always please contact Elizabeth, Joe or Craig Washington with any questions or clarifications needed. We look forward to working with you in support of these U. S. Naval Academy 2015 Away Football events. GO NAVY!!

USNA Alumni Association Alumni Chapter

President/POC signature:_____

USNA Alumni Association Parent Club

President/ POC signature:_____

USNA Alumni Association Engagement Staff for Away Football

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2015 TAILGATE CHECK LIST

1. Set up a project team with a **designated team leader**. (this person will work directly with the Alumni Association)
2. Clearly define roles and responsibilities, especially lines of communication.
 - a. Tent/venue person
 - b. Game ticket person (if applicable)
 - c. Volunteer coordinator
 - d. Food person (contact with caterer)
 - e. Person to coordinate advertising event
3. If the TG will be held on the host team's campus, determine contact(s) for host team (usually in AD's office) and make contact.
 - a. Who is in charge of location/venue for the TG?
 - b. Who is in charge of game tickets?
 - c. Are there approved caterers and tent vendors for on-campus TG's?
 - d. What will be the WILL CALL plan for game tickets not picked up at TG?
4. Determine size and scope of tailgate:
 - a. How many people? (Rule of thumb: provide seating for at least 50% of expected headcount)
 - b. Hours (stop serving food an hour before KO and release team ½ hour before)
 - c. Food
 - d. Entertainment (if they travel, D&B and cheerleaders will be there)
 - e. Cost (game ticket only/TG only/game +TG)
 - f. Mail tickets in advance and/or hand out at TG?
 - g. Profit goals. (build a spreadsheet model for the overall event, so some expenses can be monitored & Chapter members will not be surprised.)
5. Coordinate with other groups:
 - a. USNA Alumni Association
 - b. Alumni Chapters and Parent Clubs in the state
 - c. Ticket office for sales
 - d. BGOs
6. Location for tailgate
 - a. Weather considerations – indoor or outside?
 - b. Setup and breakdown
 - c. Parking – especially USNA busses
 - d. Proximity to stadium
 - e. Room for attendees to party, eat, mix.
7. Caterers
 - a. Food choices: plan a & b, flexible menu for kick-off time changes.
 - b. Adult beverages (Host may require using their bartender to control underage drinking) Mids. CANNOT drink
 - c. Serving lines (plan for traffic control, e.g., wooden stakes with lines to guide people and someone to collect food tickets)
 - d. Hours and cost
8. Special guests – seating, protocol, etc.
 - a. USNA will reimburse \$10 for each Mid. and
 - b. USNA AA will reimburse for each member of official party who eats at TG.
 - c. Reserved table is required for USNA Official Party
9. Program – microphone for speakers (Supe, Alumni Association CEO will usually speak)

10. Cost control and money handling – security.
11. Sell tickets in advance, also have on site last minute sales (be prepared for walk-ups, if you advertise it's okay)
12. Advertise the event – use many conduits. AA will help with this also.
13. Security considerations at the tailgate.
14. Create planning schedule with sequence, dates and responsible person. Regular conference calls/emails to track progress, adjust, fix problems, etc.

A final note/lesson learned: resist pleas from other groups who would like to turn your well-attended TG party into a fundraiser for their cause, no matter how worthy it may seem. People do NOT want to be approached for donations of money, toys, etc., while they are mingling with friends and classmates, and the "cause" will not be served well either. The result will be a poorly supported fundraiser and some irritated party-goers