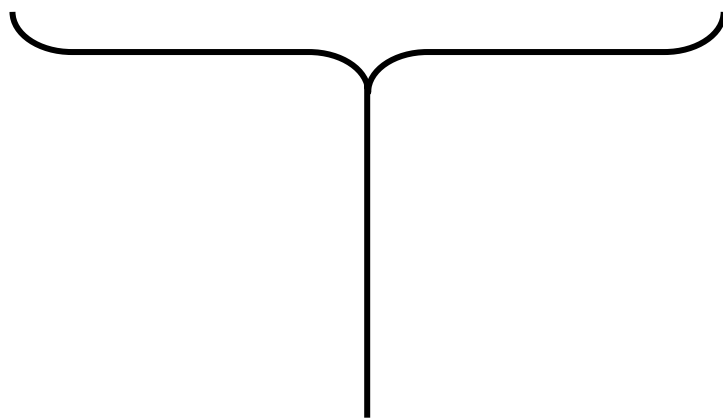


Zeta Psi Qdoba Relays



**Event Planning
Packet**

What is it?

The Zeta Psi Qdoba Relays is a unique, fun, philanthropy event. Teams of four compete in the actual relay race. Each team member is responsible to run one lap, eat a burrito, and then run another lap before handing the baton to the next runner. This continues until all four runners have completed their legs of the relay. The fastest team wins.

Why do it?

Philanthropy is an essential part of each chapter. Philanthropy gives brothers a chance to work together for a common cause, gives back to the community, and raises public opinion of the chapter. This particular event is different from many other philanthropy events, and it's FUN! It's an excellent way to raise a lot of money for the community and get your entire campus involved.

How do you do it?

The event is such a different idea that it will quickly spread on campus. Still, carrying out a comprehensive advertising campaign is the key to making this a successful event. Posters, emails, word of mouth. Each brother plays his part. You need to recruit runners and sponsors. Ask for family donations. If everyone pitches in, it can be very easy to get people to sign up. Stay organized and be excited about the event.

Read the whole packet and try to get a grasp on the event will be run. Each event will be different; you will need to change some details to make it unique for your chapter.

Working with Qdoba

Contacting Qdoba

Zeta Psi has talked to Qdoba's senior management, who wholeheartedly support the mission of the Zeta Psi Qdoba Relays. While they will not tell local stores to participate, they will support the idea. Thus, it is up to you to visit the Qdoba closest to you and ask if they want to participate. This step should occur several months in advance of when you want to run the Relays.

You should have a couple dates in mind when you first contact Qdoba and let them have input into which date works the best for them.

A store manager may refer you to a regional marketing director. Each regional director has a budget to spend on charity events, coupons, etc. They will become your best friend.

Your goal is to have them subsidize the entire cost of the burritos. This way, the money you collect from registration fees can go directly towards the charity and not towards the cost of the burritos. The burritos do not need to be full burritos, you might ask for just meat, lettuce, and salsa – or something along those lines.

What you can offer them:

- Excellent PR: their name is on all the advertisements, press releases, and you can offer them a table at the race.
- A chance to raise company awareness on the campus and in the community.

What you should take with you:

- Posters (with the Qdoba logo on it)
- Registration form
- Fact sheet
- An idea of how many burritos you want (# of teams * 4)
- Anything else to show you are prepared

Getting Brothers to Help Out

Different Roles

It will be beneficial to have someone in charge of the whole things who will make the executive decisions. You may wish to create a Qdoba Relays Chair position under your Philanthropy Chair.

Brothers can help in many roles, and if everyone helps out – **the workload is minimal**. Each brother is responsible to do their part to spread the word on campus, sign up teams, and try to raise money.

Here are some ways that brothers can help:

- **Registration tables** – If registration is slow going, consider setting up a registration table on your Quad or in your Student Union. Brothers can man this station in between classes.
- **Sponsors** – Visit local businesses or talk to parent's businesses to try to get sponsors for the race. These sponsors should go on the back of the t-shirts.
- **Running the Event** – Depending on the number of teams you have signed up, you will need a lot of your brothers to volunteer to help the day of the event. You will need brothers to be timers, man the registration table, announce the places, etc.

Getting Participants

Signing Up Teams

You should set a realistic goal for your first Relays. Do you want 10 teams? 20 teams? 40 teams? You should have picked this number before you went in to see Qdoba. Now make the chapter aware how many teams you are striving for. Each week, announce how many teams are signed up. Advertising for the event well in advance will build hype and get people excited.

Advertising & PR

A great advertising campaign will make or break this event, especially at a large school. Your event is different from others: it's fun, it's crazy, it's new. Start building the hype as soon as you have the basic details confirmed (charity, date, burritos.) Put out a new round of posters each week. Hang them up all over campus. Get it in the campus newspaper, the campus newsletter. If Qdoba will let you, hang posters in their store. Some examples are attached. Try to think of fun slogans, like these:

- Run-Eat-Run at the Zeta Psi Qdoba Relays.
- Run a lap. Eat a burrito. Save a life.
- 4 burritos. 2 miles. 1 winner – Rainbow Babies.
- Come hungry.
- Training starts now.

Get your brothers to talk to their friends about it. When you get closer to the date, start making announcements in your classes about registering.

Press releases: Speak with either IHQ or Qdoba about sending out press releases close to the date of the relays. The visual appeal of watching kids eat burritos for charity (and potentially throw them up) is bound to attract some media.

Website: Can someone in your chapter make a website? It can be a useful tool, whether it just has the basic information about the event, or if you sign up for online donations through PayPal.

Video: Can someone in your chapter make movies? Consider filming and creating a creative video and hosting it on YouTube or some similar site. If it's funny, it will get a buzz started around campus and will encourage others to check out the site.

Getting Sponsors

Sponsorships

If Qdoba agrees to donate burritos – they will be your biggest sponsor. However, you can raise more money by getting local businesses to donate money. As always, show up organized. Take a folder with you that you can leave there that explains the Relays and includes posters, registration forms, etc.

Have each brother ask his parents if they think their employers would be interested in sponsoring. Some sponsors may even be interested in matching donations, which would double the amount that you raise.

T-Shirts

You should plan on ordering t-shirts for each contestant and each volunteer. You can definitely get a t-shirt company to either donate the shirts or give them to you for a deep discount in exchange for their logo on the shirt. Many companies will do this for you, you should not spend more than \$5 per shirt. You might consider buying one round of Qdoba Relays Volunteer shirts, so the brothers can wear them around campus to help promo the event. To save money, each brother could buy their own shirt.

Then you could make a round of Qdoba Relays Runner shirts to hand out to the runners. In exchange for sponsoring your event, you can list sponsors names or logos on the back of the shirts.

You could consider buying extra t-shirts and selling this a small markup as an additional means to raise money, college kids love cheap t-shirts.

Running the Event

Basics

You can choose your own method to actually run the event, or look through how other chapters ran their event so you can plan yours out. Here is a general timeline that you might consider using.

1. A registration table blocks entrance to the track.
2. When a team arrives to participate, all four members sign a waiver and are given their t-shirts and their RoadID tags. The registration person checks their name on the list and records their ID tag numbers for the announcer.
3. The team is given a clipboard which held a blank time sheet and are told to go choose their captain.
4. The team walks onto the track. In front of them is a line of "captains." Each captain has a stopwatch around his neck and holds the gold baton.
5. Team A chooses Bob to be their captain. Bob explains the details of the race to them and writes down the order of burritos on the blank time sheet. Bob was pre-assigned a taped-off station on the two burrito tables. He shows the team their location.
6. The first runner runs a lap and enters the burrito stations. He looks for Bob and his teammates (who are behind the table waiting.) Bob is jumping up and down and yelling and screaming.
7. Bob hands the first person the yummy chicken burrito and records what time the runner entered the station.
8. The first runner eats his burrito and takes off! Bob records the time he leaves the station, wipes off the table, and tells the second runner to get ready for the handoff.
9. Meanwhile, Bob removes the second burrito and waits for the process to start again.
10. Runner 1 hands the baton to Runner 2, who takes off on his first lap. Bob records the time.

Consider all the aspects that you need the day of the event: waivers, tables, tarps, batons, stopwatches, clipboards, pens, music equipment, etc. These details can be worked out in the weeks preceding the event once you have a better idea how many teams will be participating.

Basic Timeline

3 months prior	Pick an approximate date.
3 months prior	Choose a organization to raise money for, a local hospital, children's fund, etc.
3 months prior	Make some posters (see attached), draft a business letter that you can take to other local sponsors, redo the registration form (see attached). The more organized you are from the start, the better.
3 months prior	Get burritos. Contact Qdoba as early as possible, perhaps 4 months in advance. Ask for the regional marketing director. Set up a meeting and go in with several dates in mind. Attempt to negotiate for as many burritos as possible for free. Have a goal in mind, for instance – 40 burritos. Even if you cannot secure free burritos, try to get them for a reduced price. This is great publicity for Qdoba as well, so don't back down. Once Qdoba confirms, immediately go to next step.
2-3 months prior	Get a location. An outdoor track works well, or even set up a grassy track. Confirm with facilities/security at your school, some might not appreciate vomit on a track. And people will vomit.
2-3 months prior	Arrange first meeting with organization to donate to. Tell them about the event and about how it can raise lots of money and will be great PR. Details can be worked out later on, but many hospitals can give you free T-Shirts as raffle prizes, help promo-ing, and perhaps send a representative the day of to accept the donation.
2 months prior	Start spreading the word as soon as the day is confirmed for sure. Tell your chapter they should all begin mentioning to their friends. Make a website, post a YouTube video, start flyering campus with basic posters that say "Come hungry." "Get ready." "Start training." Etc.....
2 months prior	Set up online payment account through PayPal. Spread this link through an email to the entire chapter, alumni list, and parent list. Ask chapter members to send out to their family members.
1 month prior	Get sponsors. One month before, start sending brothers out into community to obtain sponsors. Many will not commit until closer to date, but good to get the word out. Talk to Qdoba first and see who they do not want there, such as other Mexican restaurants.
1 month prior	Open registration to the campus. Hold registration drives on your quad. Make big posters to advertise the event and explain what it is.
1 month prior	Double check your facilities: check on the track, the trashcans, etc.
3 weeks prior	Start encouraging students to attend to watch, hype it up in classes.
2-3 weeks prior	Order t-shirts, you may have to guess how many teams will sign up
1 week prior	Go over details with chapter, explain how its set up, make sure everyone will be there.
2-3 days prior	End registration. Place the teams that are signed up into heats, plan exact specifics on how to run event, get pumped!