

ASA EMERGING LEADERS COORDINATE EVENTS ACROSS STATES GUIDING PRINCIPLES

1 October 2022

OVERVIEW

1. Project Background and Description

i Given that the ASA Emerging Leader committee is comprised of representatives from the individual state/territory NextGen groups, this committee is well-suited to coordinate events across these states/territories. During the strategic planning process in March 2022, this initiative to coordinate similar events across states for national sponsorship eligibility, governance, and efficiency was raised a key element of the ASA EL “sharing” pillar.

Note: there is a similar ASA strategic initiative, “Youth Competitions,” that is seeking to standardise the main youth competitions, and there is another ASA Emerging Leader strategic initiative looking to sustain the AYFC competition. **Coordination with ASA and the other ASA Emerging Leader initiatives is necessary to avoid duplication of effort.**

2. Project Purpose/Objectives

i The purpose of this project is:

1. to create governance for these events and standards for their rules and processes, to ensure consistency across states, territories, and localities wherever possible and to drive efficiencies at the individual event level.
2. to market these events to national sponsors to cultivate funding for the events at every level (national, state/territory, local) and to use that funding to raise the profile of these events, increasing awareness of and participation in these events.

3. Project Scope

i This project will choose a set of events that have the potential to be standardized and that would be good candidates for national sponsorship. It will assess how these events are being run in a variety of locations and levels to identify best practices and determine ways to standardise.

Where there isn't already a national standard of event rules and processes, this project will create one based on the standards from other participating shows. These standards will be promoted to all appropriate shows or event administrators. Event directors will be advised of the rules and processes and be provided support in transitioning to them.

The project will work with any existing event sponsors to review any changes, confirm continued sponsorship, and offer new sponsorship opportunities, especially in supporting state, territory, and local level events. This project will also look for new sponsorship opportunities and sponsors to support other standardized events.

4. Deliverables

i Competition standardisation

- Documented processes and rules for each of the targeted events

- *Training and/or support for shows on how to implement these process and rules*

Sponsorship

- *A marketing plan to describe the event, reason for sponsors to support, and available support levels*
- *A tracking of the sponsors, sponsorship amounts, and allocation to different event levels*
- *National sponsorship up to \$25,000 per event*

5. Implementation Plan and Timeline



1. *Months 1-2:*
 - *Gather existing process and rule documentation for events. Look for areas already standardised and those that need to be aligned. Create a draft of a standard set of rules and processes for each event.*
2. *Months 3-4:*
 - *Bring together representatives from different states, territories, and local shows to review the changes and provide feedback. Update rules and processes as necessary.*
 - *Build sponsorship opportunity package for each event. Create marketing materials that illustrate what the sponsor is funding and why their sponsorship is important (tell what it is that sponsors are enabling with their funds, both at the event and the outcomes and after-effects). Build a timeline for when to pursue sponsors in order to have funds available to support the events. (Reference Sponsorship Value Proposition Guiding Principles document for detail on creating sponsor packages.)*
3. *Months 5-6:*
 - *Publish final version of rules and processes to a central portal where all shows can access. Work with ASA Emerging Leader committee members to share this information out to their local shows and chapters. Work through ASA Emerging Leader committee members to ensure rules and processes are being activated at the chapters/shows they represent. Create webinar sessions to share information on the new rules and processes and provide contact details for questions or support.*
 - *Identify potential sponsors and reach out to share the sponsorship opportunities and elicit their support. Track sponsors and funding by event. (Reference Sponsorship Value Proposition Guiding Principles document for detail on identifying and approaching potential sponsors.)*
4. *On-going*
 - *Continue to support member shows with new rules & processes and confirm that these are being followed.*
 - *Maintain sponsorship timeline to ensure a pipeline of sponsors and funding for events*

APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date

Approved By

Date

Approved By

Date