

# MVP

Money-Volunteers-Publicity  
2010-2011

In sports, "MVP" usually means "Most Valuable Player;" to the RiverKings it means "Most Valued Partner;" but for your organization it means "Money-Volunteers-Publicity" when you are featured as our MVP nonprofit during a RiverKings home game.

## Fundraising: "M" is for Money

Qualifying criteria to be an MVP:

- Complete a RiverKings fundraiser: Sell 75, 150 or 200 or more tickets to qualify for the Maddox Foundation \$ for \$ matching program.
- Matching levels start at 75 tickets with a total of \$4 back, increase at 150 tickets to a total of \$8 back through the matching grant program, and increase at 200 tickets to a total of \$10 back. So:

**200 tickets = \$1,000 earned + \$1,000 matched = \$2,000 total raised!**

## In-game opportunities: "V" is for Volunteers & Membership

Involve your members! Treat your sponsors! Recruit new volunteers & donors!

- booth on the RiverKings concourse
  - conduct a raffle or silent auction
  - sell merchandise to benefit your charity
  - distribute information
- Public address announcements and video PSAs played on the 'King Tron (if provided ahead of time by your organization or created for you by our staff).
- Radio interview – to be played during an intermission of our live radio broadcast. When pre-recorded ahead of time, the RiverKings broadcaster can play it during away games as well.
- zamboni ride
- participation in an intermission activity.

## Publicity

- Press releases and/or photos with cutlines – written by the RiverKings' professional staff of writers and broadcasters and sent to area media before and/or after the game
- mascot appearances
- silent auction or raffle donation

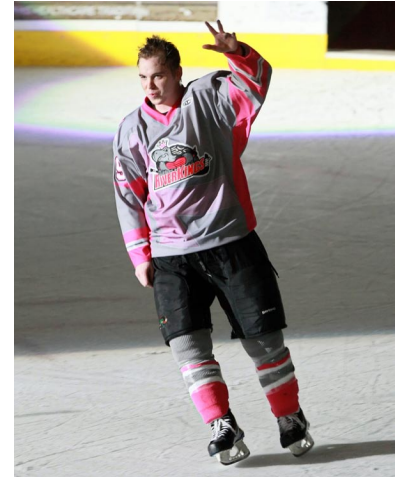


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The 'Pink at the Rink' 2009 event at the RiverKings game was an awesome collaboration between us and the RiverKings. The jersey auction brought in over \$3,500 for us, plus proceeds from our ticket fundraiser. It was amazing to see, and we had a blast.

- Raney Alford, DeSoto County Relay for Life 2009 chair



*Our night at the RiverKings game really touched the adoption and rescue staff. They were in shock at how much the jerseys raised for their center. It is amazing what the RiverKings fans did to support them. The night was a great success. We genuinely appreciated and enjoyed it. What a great partnership.*

- Southland Gaming and Racing President and General Manager Troy Keeping, whose company sponsored Mid-South Greyhound Adoption Option Night at the RiverKings

Save1Pet held a fundraiser on the night of the annual Home 4 the Holidays pet adoption event last November. Rescue director Denise Novak asked donors to sponsor children from local orphanages to attend the game. Proceeds benefited Save1Pet.

Last year's game (2008) we added the Farrow Manor Orphanage....They all sent back thank you notes. I was at Petco in Collierville and had the envelope with all the thank you's....I told Tom, the manager, we would read them together....We both were in tears at all the joy the kids had from going to the game last year. Several kids said that was the most fun they could ever remember having.....How priceless is that!!!!!!!!!!!!!! If you can make a difference in at least one life....then you have accomplished something....and we did!

- Denise Novak, Save1Pet founder & director





## 2010 - 2011 MVP PROGRAM



## MONEY - VOLUNTEERS - PUBLICITY

