

THE HOMETOWN KICKBACK

Town of Louisville
Fundraiser Proposal
For Town Hall Pavilion

July 2025



Fundraiser???
Why do we need to do that???
I thought we were getting a grant???

$272,500.00

50% of the Town Hall Park project will be funded by an LPRF Grant with the remaining 50% matched by the Town Of Louisville general fund. With the grant the Town is responsible for $136,250.00 for the pavilion alone. This does not include the parking lot updates and addition entrance that is included in the Phase 1.


WHY



RENTABILITY AND SAVINGS



The Pavilion would be available for public reservation, providing an additional revenue stream for the Parks and Recreation Department. The income generated from rental fees could be reinvested into enhancing community spaces such as Beal Park, Poland Creek Campground, the Ballfield, and other recreational areas throughout the Town.

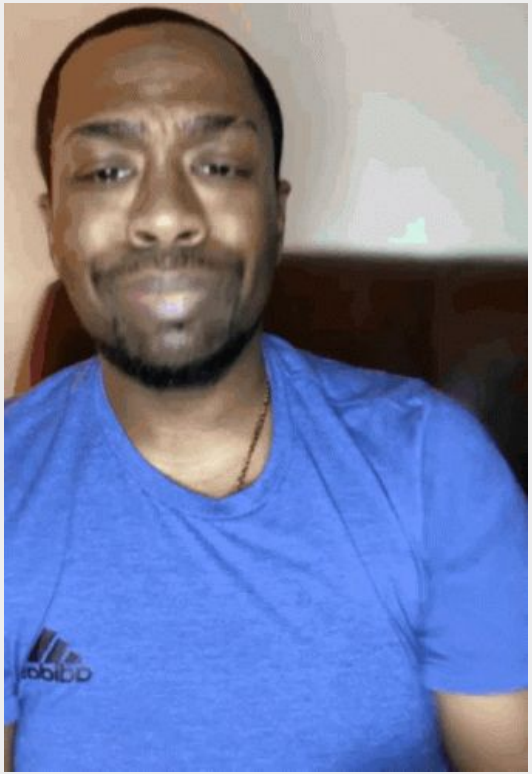
Each year during the Fall Festival, the Town rents tents to provide a shaded seating area where attendees can eat and find relief from the heat. To accommodate this, the Town typically rents the following:

- 20x30 tents at $473 each
- 8-foot tables at $12 each
- Metal chairs at $1.15 each

For the Fall Festival last year alone, the total rental cost amounted to $2,280.50. With the addition of the Pavilion, this expense could be reduced significantly—to an estimated $1,075.50. It's important to note that this estimate reflects savings for the Fall Festival only and does not account for similar rental needs at other events throughout the year.

So……

What's this Hometown Kickback about???



The Hometown Kickback Implementation Plan

Step 1: Pre-Event Planning

Set Date & Location: TOL Ballfield would be a great location. A weekend towards the end of October would be ideal.

Design T-shirts: Include team colors and event logos.

Outreach: Local businesses (gift cards, cash donations, items for raffle, sponsorship on back of t-shirts). Schools, sports clubs, youth groups.

Promotion: Social media, community boards, Flyers at town hall, schools, businesses

Step 2: Registration

Use an online form: (Google Forms, SignUpGenius, or Eventbrite)

Collect:

- Team name
- Captain contact
- Roster
- Shirt sizes

Deadline: 2–3 weeks prior to event

Step 3: Day-Of Logistics

Volunteers: Check-in, scorekeeping, field setup (board members would be an ideal candidate)

First Aid Station: Reach out to local first responders to volunteer time or reach out to local school's for a volunteer who is First Aid Certified.

Hydration Stations: Board members would be an ideal candidate to hand out drinks and snacks to participants.

Concessions: Would reach out to a food vendor to see if they would be willing to serve food, snacks, drinks.

Step 4: Post-Event

1. Thank sponsors and participants
2. Share photos on social media
3. Announce fundraising totals
4. Survey for feedback

ENTRY FEE CALCULATION

Let’s assume you expect **10 teams** with **10 players each** (100 players total).

To break even at $1,500 cost:

- **Basic Entry Fee** = $1,500 / 10 teams = **$150/team**
- If shirts are included and you don’t get sponsorships, increase:
    - **$20 per player** (covers shirt + tournament)
    - Or **$200/team** for simplicity

Suggested Entry Fee:

- **$200 per team** (includes t-shirts)
- Optional: Offer **early bird discount** ($180 if registered 3+ weeks early)

Budget and Entry Fee Planning

ITEM	ESTIMATED COST	NOTES
Cash Prizes(1st: $100, 2nd: $50, 3rd: $25)	**$175.00**	Standard Prize Pool
T-Shirts (10 x 10 plays @ ~ $8 each)	**$800.00**	Bulk pricing assumed; team color customization included
Kickballs (2–3 good quality balls)	**$75.00**	$25 per ball, average
Marketing Materials (flyers, posters, banners)	**$100.00**	Includes print costs and/or Facebook boosts
Snacks & Water (optional but recommended)	**$100.00**	Cooler drinks or light snacks for players
First Aid Kit / Safety Supplies	**$50.00**	Restock existing kit if needed
Miscellaneous / Contingency	**$50.00**	Covers unexpected small costs
TOTAL ESTIMATED COST	**$ 1,350.00**	

COST-SAVING TIPS

Local Sponsors: If a few businesses sponsor a team's shirts or prizes, you could offset up to 50% of this.

Reach out to local businesses for sponsors

Bulk Shirt Vendor: Compare local screen printers and online vendors like Custom Ink or UberPrints.

Will reach out to Accurate Image (local vendor) first.

Optional Upcharges: Offer teams an option to add names or logos to their shirts for a small extra fee.

Would charge an additional $3.00 for each shirt with a logo or name added.

RECOMMENDED MINIMUM AGE LIMIT

Minimum Age: 16 years old

Reasons for Choosing 16:

- **Physical safety**: Kickball involves running, sliding, and rapid movement that could lead to injury, especially among younger children.
- **Maturity**: Players at 16+ are typically more aware of sportsmanship, fair play, and physical boundaries.
- **Insurance & liability**: If the town has a general liability policy or is working with insurance coverage, they often recommend or require age thresholds for adult or teen participation.
- **Team balance**: With cash prizes and competitive play, having all players in a similar physical development range makes gameplay more fair and consistent.

OPTIONAL: YOUTH EXHIBITION GAME

If you want to involve young children:

- Consider a separate short game or mini-tournament earlier in the day for kids ages 8–12.
- No entry fee or prizes — just fun, supervised activity.
- Could be a great way to involve families and increase attendance.