



communications
& event planning



CASE STUDY:

Special Olympics Alberta – Sports Celebrities Festival

BACKGROUND

The Sports Celebrities Festival (SCF) is a national event that invites people to have breakfast with local and national sports celebrities. The event raises money for Special Olympics program throughout the country. The events have been taking place throughout Canada for many years when Special Olympics Alberta (SOA) decided to bring the Festival to Edmonton. SOA hired TNT Events to plan and implement the SCF for Edmonton and Calgary.

OBJECTIVES

- Introduce the SCF to the Edmonton market.
- Raise money for Special Olympics Edmonton.
- To promote the programs and opportunities of Special Olympics Alberta to the Edmonton market.
- Manage the existing event in Calgary.

CHALLENGE

The biggest challenge was designing an event that would stand out from all of the other fundraising events in Edmonton. There are hundreds of dinners and lunches throughout the year and this one had to have a different edge to it so that not only would we get the ticket buyers but also the corporate sponsors and donors. We also had to recruit some of the best local and national sports celebrities for the event – a big challenge all on its own.

STRATEGY / TACTICS

By making the SCF in Edmonton a breakfast TNT was able to stand out from the other events in the city. TNT also recruited a number of high profile sports personalities to sit on the organizing committee to help recruit other sports celebrities. Ron MacLean was hired as the keynote speaker which raised the level of interest in the event significantly! TNT managed to secure significant local media sponsorships so that the event could be highly publicized both before and after.

RESULTS

During the two years that TNT worked on the SCF in Edmonton and Calgary, over \$100,000 was raised for the SOA. These funds go directly to help athletes achieve their goals. The first year the breakfast was held in Edmonton over 300 people attended, the second year close to 500 people bought tickets. The level of awareness of the event was raised significantly and feedback from attendees was excellent.