

Frost Week Report 2009

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This document consists of a detailed report of Frost Week 2009 with suggestions made from the Executive Committee and all Coordinators under the VPSS portfolio.

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Introduction

Frost Week is another large scale event that BUSU puts on each year that is slowly growing. There is not as much work involved in the planning process of this event as there is for Orientation Week, but there is a lot to do in a very short period of time, especially because of the holidays breaking up the planning and execution stages. One must be very mindful to begin planning for Frost Week as early as possible because there is very little time to plan as it is.

Just like for Orientation Week, sponsorship money will need to be collected in order to help fund the events. Securing money for Frost Week can be done alongside with the O-Week sponsorship calls in order to have companies secure money for Frost Week early on in their fiscal year. Since this event runs later in the year and is of much smaller scale, the amount collected is typically lower. The goal for this year was set at \$10,000 and was surpassed by \$500.

Since Frost Week is so similar to that of Orientation Week, the goals and processes are coincide with one another very much. During O-Week one of the goals was to infuse students with a sense of school spirit and Brock pride. The goal for Frost Week was to re-infuse that same spirit and pride back into the students after a long holiday.

There are some key responsibilities that are required of the VPSS for Frost Week just as they are required for any other event. This report will begin by outlining some of those responsibilities.

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The Responsibilities

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Frost Coordinating Committee?

As the VPSS, you will need to keep close ties with the University for any event, including Frost Week, although there is no such formal planning committee much like there is for Orientation Week. There is also not nearly as much time to plan everything for Frost Week as there was for O-Week so it will be very prudent to start early. This year there was some overlap with Presidents' Ball and the proposed initial stages of the planning process for Frost Week. Make sure to begin planning for Frost Week very early next year and plan to start while wrapping up with Presidents' Ball.

Something very important to be mindful of is the two week holiday. ALL of the planning must be completed before going on holiday in order to have all necessary equipment or rooms booked prior to the week starting.

Risk Management

It goes without saying that risk management is an integral part of any event that BUSU puts on and is just as important for Frost Week. By this point, you should be a lot more comfortable with the process and how to fill out all the risk assessment forms so the only thing to be mindful of is to get all risk assessment in as early as possible!

Events that are typically very risky to risk manage are any sports related events. This year that event was the world record Dodgeball game. The risk management process was filled out well in advance of the event, but due to the holiday that came in between, not in advance enough. Last minute preparation was done for this event and it did get off the ground, but this also created a great deal of stress for the university as well. Make sure to keep in constant contact with Vince Wilson from risk management and Recreation Services. I had some trouble with contacting Recreation Services this year to remember to be very persistent because this process is very critical.

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The Planning Process

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Sponsorship

This is also another aspect of the planning process that is extremely integral in the proper running of the week. A sponsorship package will need to be created and potentially modified to suite the week's needs. A good place to start in the creation of your sponsorship package is to look off the packages from previous and modifying them to look as you would like them to.

The calling of potential sponsors will need to begin early. This year the process started upon the completion of Presidents' Ball. A recommendation for next year would be to begin this process earlier in order to obtain as much sponsorship dollars as possible.

The goal this year was to raise \$10,000. This goal was met and surpassed at a total of \$10,500. The following is a list of the sponsors that donated towards Frost Week 2009:

Company	Amount of Sponsorship
Brock University	\$2,000.00
Arizona Tanning	\$450.00
Empire Theatres	\$1,250.00
Community Connections	\$875.00
Campbell & Co.	\$3,000.00
Department of Residence	\$250.00
Rent 101	\$450.00
Brock Campus Store	\$875.00
Recreation Services	\$450.00
Student Select Rentals	\$450.00
Getgames.ca	\$450.00

Since this is a much harder event to sell you and your Special Events Coordinator will have to think of an enticing way to sell Frost Week to potential sponsors. Some key things to remember are to get all of your ads for the paper in very early and double check those ads. Check, double check, and then check all

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contracts again before sending them to get signed. This is very important because all sponsors are bound by those contracts.

Advertising

Frost Week advertising is very crucial and should be done very early in order to inform students that there will be events going on during the week when they return from the holidays. It can be very difficult to advertise for Frost Week because of the two week break between the planning stage and the execution stage. It is a good idea to begin advertising prior to the break to let students know what is coming up. This goes back to what was said earlier in this report. The earlier one starts the planning stages the earlier the advertisements can be created and marketing prior to the holidays to ensure the highest possible turnout at events.

There were many different forms of print media displayed all around campus, but this year something a little more creative was done. Each year, rave cards are printed and distributed to students in hope that they will read them and come to all the events listed. In an attempt to make sure students read the rave cards, they were all stapled on packages of Mr. Noodles and distributed to students around campus. The packages of Mr. Noodles were purchased from Costco and all came to a total of \$335.58 which was about \$0.20 per package. They were distributed all around campus as well as under the tower. A tent was set up from Monday to Thursday where the hot chocolate and maple taffy pops were distributed as well as the rave cards/Mr. Noodles.

Brock Press

The Brock Press should be used again just as it was for Orientation Week. The ad to be placed inside the Press will also be similar in nature as well. It should contain the Frost Week logo, schedule, website and a vendor fair directory with all the sponsor's logos. Just like with everything else, make sure to get this in very early so that students are prepared for Frost Week before going on holiday.

Some of the other forms of advertising were the following:

Type	Amount	Cost
11" x 17" Posters	60	Printed Internally
Frost Week Banner	3	$(\$54 \times 3) + \90 (Labour) = \$252
Facebook Group	2	\$0
Frost Week Website	1	\$0
Brock Press Ad	1	\$632.63

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Rave Cards	2000	\$480.60
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Winter Wonderland!
A Monthly Breakdown

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November

The planning process for Frost Week began in the middle of November just after Presidents' Ball. Some preliminary ideas were conceived prior to Presidents' Ball ending but the major work began afterwards.

The first thing that needed to be created was a layout for the week. Meetings were held early on with the executive to discuss some ideas for events to be held that week and a rough outline of a schedule was created. A solid idea of how the week will be run should be created in early November so that the team can get off to a running start once Presidents' Ball has come to an end.

The budget for the week was also created. Once the rough idea of the events that will be run was created, the thought was focused on how much to spend on each individual event and how much was to be spent on all the supplies for each event. This is also something that needs to be created very early so that a sponsorship goal can be created.

The sponsorship package was modified near the end of November. The package from last year was used as a template. It was modified slightly and the graphics were updated to reflect a new and fresh package. Calls were then made in the middle of the month to potential sponsors.

All of these initial stages in the planning process were done in the correct order and completed effectively, although it would be advised to start the process much earlier. The little details will be the ones that will be left to the last minute of planning does not start early. The two week holiday also plays a large effect in the planning of Frost Week and is another reason to start planning early. All aspects of planning must be completed before the holiday because the first day back will be execution day.

December

This is a difficult month to do any major planning because there were only three weeks to work with before the start of the holiday. Those three weeks also included the exam period so be mindful about any exams or study time that the coordinators will need. This is why it is very important to get started on all the work ahead of time.

During December the budget for the week was finalized to make sure that there were no areas that we had gone over budget for. Make sure to maintain frequent contact with your VPFA and check over the budget and make sure that everything is as it should be.

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Poster designs and logos were finalized at the beginning of the month in order to get the word out about Frost Week before the holiday in order to prepare students for when they return.

A volunteer schedule was created that displayed all the needs of volunteers for the entire week. The word was then spread to all volunteers in order to secure a large number.

There were no large equipment orders to be made for Frost Week this year, but all the smaller items like supplies for hot chocolate and maple taffy pops, loonie mile and stop light party were ordered. A list was created for any prizes that were to be given away during the week such as video games for the games night.

January

The holidays are over, all presents have been opened and the New Year has been rung in, but Frost Week has just started! This is the big execution week, so get ready for it.

Much like with Orientation Week there will be lots of clean-up and little sleep during this week. Since Frost Week is not as large scale as O-Week there will a little more sleep but a lot of work nevertheless.

Near the end of January all accounts were checked in order to make sure that all sponsors had paid and those that had not had been contacted. Any cheques that needed to be sent out were sent out as well.

Some Final Thoughts

The week went very well with few major hiccups along the way although the same sentiments will be made in this section as they were all throughout the report. Make sure to start everything EARLY! This would be a great time to make use of someone that is solely in charge of sponsorship that way the task of planning and seeking out sponsors can be delegated accordingly which would allow the process to go a lot smoother.

Marketing for Frost Week needs to be done early as well. Make sure to get any logos and ads in the paper or up on the walls before the holidays that way students know there will be something happening when they come back. Be sure to check all of your advertising THOROUGHLY for any mistakes!

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Frost Week!
An Event-by-Event Breakdown

Pick-up Sports

This was a more low key type of event that was run on Monday night when the week began. This type of event was run because of the minimal amount of students present on campus the first day back from the holidays. Students typically choose not to return so soon since classes had not started yet. Due to the low amount of students on campus, there was very low turnout to the event.

The sports that were setup were volleyball, badminton, floor hockey and basketball. Some students came specifically for the event while others were already there playing sports.

One of the reasons that could be attributed to the low turnout for the event could have been the World Jr. Hockey Championship going on at the same time. Although turnout was low, the event did not cost anything and only required that the gyms be booked along with the equipment from the cage.

Volunteers were not particularly required for this event as there was little setup, but a few showed up and joined in on some of the sports. A new sport was also created that night known as "One-Ball." This is a variation of volleyball and for more details you can ask the creator, Jody Thomas.

This is a good event to run on the first night back from the holidays, but a good suggestion might be to get a little more creative with some of the sports being offered.

Loonie Mile

The Loonie Mile is an event that is run to collect money for charity each year during Frost Week. The charity to collect money for can be one of your choice so this year we decided to have all proceeds go towards Spread the Net. The amount of money that was raised from the Loonie Mile for the week came to a total of \$300.00.

This event is very simple and easy to run. The only items necessary are double sided tape and some posters from the charity that money is being collected for. The tape used was purchased from Canadian Tire and was just carpet tape. This tape works a lot better than the Scotch brand because it is thicker and the coins stick well to it. The posters were from Community Connections and were just Spread the Net posters. We also used some of the balloons from the Stop Light Party and stuck them at each end of the tape so that people did not step on it.

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This event will require the help of some volunteers to stand at the Loonie Mile each day convincing students to donate. Have your volunteer coordinator setup a schedule for the week so that there is always someone standing at the mile.

Make sure to have some kind of container with you at the end of each day in order to store all the money in rather than clumping up all the tape.

Hot Chocolate and Maple Taffy Pops

This is also another traditional event that BUSU puts on each year during Frost Week. This is simply a free hot chocolate give away under the tower run from Tuesday to Thursday at 12pm – 3pm. This was done under a tent that was placed under the tower. Signs were posted on the tent as well as inside the doors in order to attract more students.

The hot chocolate that was used this year was donated by Dave Penetta from the Daily Grind. He donated hot chocolate as well as whipped cream for the three days. The jugs used to transport the hot chocolate were borrowed from Tom Bonney. They were the same 10L jugs that he typically uses for his caterings for juice. Cups from last year were stored therefore those were used and new cups were not necessary to purchase. There are very few cups left over (about 50) but about 900 free cups were given away as this is a very popular item. Be sure to keep an eye on how much hot chocolate you have left as we did run out on day one.

A new idea that was attempted this were the maple taffy pops. This was maple syrup boiled and then poured on ice (made with the snow-cone machine) whereby it hardens and can be wrapped around a stick and eaten like taffy. This was a very popular item. We ordered four 4L jugs and one 1L jug of maple syrup from White Meadows Farms in St. Catharines for \$265.91. Only half of the syrup was used and the rest was stored in the Committee Room. The maple syrup had to be boiled and this was done in the kitchen by Tom and Daryl. If this is something you will be doing next year make sure to let them know early on that you will be doing so.

The steps to make the maple taffy pops are as follows:

1. Pack snow (made in snow-cone machine) into a baking sheet,
2. Boil maple syrup to 235 degrees Fahrenheit,
3. Pour syrup on snow in a line,
4. Wait about 30 seconds,
5. Roll syrup around a popsicle stick.

Talk to Dave Penetta early on next year for this event so that he knows ahead of time if you are planning on asking him to donate hot chocolate again. He will need some time to order more hot chocolate mix if necessary and you may consider putting the Daily Grind's logo somewhere as a thank you.

Stop Light Party

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This is an all ages dance party that is held in Isaac's on Tuesday night. For the past two years attendance at this event has been phenomenal. The bar has been filled with students and this event has gotten very popular.

The purpose of the "stop light" theme for the event is to display one's relationship status via the colours of a stop light. Green if you are single, yellow if it is complicated and red if you are taken. Students received glow-sticks at the door of the appropriate colour. The glow-sticks were ordered from happyglow.com for \$126.30. They were distributed at the door with the help of some of the coordinators and the executive. This is a great way for your executive to get more face time with students so I would recommend that the executives work the door and hand out the glow-sticks.

Balloons were also ordered to help decorate the bar as well. Four red, yellow and green large balloons were ordered as well as 100 of each colour smaller balloons from Bargain Balloons for \$65.69.

Flashing plastic stop lights were also ordered to further decorate the venue according to the theme as well. Six of the stop lights were purchased and used which are now in storage currently in the Committee Room.

This event was also a good reason to make sure to check all of your advertising to make sure that everything is correct. It was advertised that cover charge was \$3 on the rave cards but it should have been \$4 for students with Access Gold and \$8 for students without. Make sure to talk to Nate and Rob about this event thoroughly before any advertising goes out. In order to remedy this mistake and make up for some lost revenue at the door, the price of coat check was made \$3.

The Campus Store was the sponsor for this event and donated some prizing for it. They also requested that we hang a Campus Store banner somewhere in the building during the night. The banner was hung on the railing at the skybar facing downward. There was also a dance-off competition held in order to give away some of the Campus Store prizing.

This event has gotten very popular now, but make sure to talk to Nate and Rob about all the details so as to not make any mistakes. The cover charge error was remedied although thorough checks of everything should be done.

Vendor/Club Fair

Isaac's was the venue for the Vendor/Club Fair. Tables were placed along the outside edges of the building. All tables were rented from facilities management which were delivered in the morning. Table clothes were reused from the fair during O-Week.

There was very little club turnout for this event. An email was sent to all clubs and replies were received which stated that some clubs would be attending, but not many did. This could be because of general disinterest in the event or a new

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way of selling the event to clubs should be come up with. I would recommend keeping close ties with clubs just before the vendor fair in order to ensure that more clubs attend.

Minimal volunteer help was needed for this event as the tables were the only thing that needed to be setup. Facilities had requested that the tables be piled in the same location at the end of the night for pick-up so a takedown was also necessary but minimal work was entailed.

Empire Theatres Movie Night

This was a movie night that was held off campus at Empire Theatres at the Pen Centre rather than on campus like during O-Week. This was the highest attended event during the week. There were 8 movies that were played that night which were:

- Eagle Eye
- Transformers
- Old School
- Nick and Nora's Infinite Playlist
- Step Brothers
- Failure to Launch
- Hancock
- Pineapple Express

The theatre rental came at no cost and everything was setup by Empire Theatres. The only staffing necessary was at the door to take money and give bracelets and some volunteers walking around the theatres to make sure people were not sneaking into movies for the general public. The event cost \$2 per student, which allowed them to see as many movies as they wanted throughout the night and popcorn and pop cost \$5.

This was a very well attended event, but I would recommend marketing it a little more. Although this was the highest attended event, higher attendance could have made it much better.

Game Night

This event was intended to be a much bigger venue than it turned out to be. The intent was to bring in a big company like Sony or Xbox and have students participate in a video game tournament. The venue was to be the gyms although they were booked for intramurals and could not be booked. The only rooms that were free were seminar rooms in Mackenzie Chown which were not conducive for a large student turnout.

There were only 6 students that came out to the event and the prizing was not given away, though this meant we did save money when we returned all the prizes.

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The Wii game consoles were borrowed from SSAN and the Playstation 3's were borrowed from Isaac's. Be sure to let Nate know that you are borrowing the Playstations to keep him from panicking the next morning.

If this type of event is going to be attempted again I would make sure that the gyms are available and that a lot of marketing is done in order to ensure that as many students as possible come out.

Free Skate

This event is self explanatory, an ice rink was rented and students were allowed to skate for free. The rink at Ridley College was cheap to rent therefore it was used and First Bus Canada was used for the bus. The rink was rented from 12pm – 2pm and picked students up from Brock at 11:40am. There were about 40 people on the bus along with a few others that made their own way to the arena. Some students left early because they had classes therefore a good suggestion made was to rent the arena for two 1 hour time slots throughout the day and have buses run back and forth.

Be sure to have all students sign the proper waiver form for this event as there is lots of risk of injury.

Some things to keep in mind would be to obtain some learner items to help people to learn to skate, which the Ridley arena did not have. Also be sure to have all students coming and going check in and out with a supervisor to keep track of how many will be taking the bus back.

World Record Dodge ball/Mini-Sticks Game

This event came from the Guinness Brock club at Brock. This club was formed with the intent of setting and breaking records at Brock. BUSU worked with the club and helped book the venue and risk manage the event.

The event was held in the Ian Beddis gym on Friday from 2pm – 5pm. The Guinness Club set up counters on their laptops to keep an accurate count of people coming to the event and sat at the tables to the entrance of the event. They also gave students a waiver form to fill out before playing any dodge ball.

The main event organizing was done on BUSU's end. The gyms were booked early on through Recreation Services and the risk management was done through BUSU as well. There was some confusion with the bookings and the risk management because the club had attempted to do the same which caused some minor confusion. If you will be running any events in conjunction with any clubs be sure to make it clear who will be taking the forefront on the event.

The risk management process was the biggest issue with this event. Although it was submitted early, the two week holiday got in the way of the timing therefore the risk management should have been submitted much earlier than it was. It was

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initially disapproved, but with some careful deliberation between BUSU and Recreation Services and Vince Wilson, the event was approved and allowed to run.

In order to minimize the risk the game was initially run in eight separate pods, then moved to four, then two. So it moved from four games, to two games to one big game. There were also a lot of specific rules that were required to be upheld in order to minimize risk so make sure to risk manage an event of this nature VERY early!

Lianne Bradley did some pre-dodge ball warm-ups with the crowd of students that came out. Due to her skill as a camp councilor (or at least I think this is where it came from) she did a killer job running a game of Simon Says. This warmed up the crowd and the rules were later explained.

The record was broken with a total of 149 students playing dodge ball at one time. Once that record was broken and new record was set and a new game created. Mini-stick hockey was played but to minimize any risk it was played like a giant foosball game.

Some other problems that occurred with this event were that the club did some freelance advertising of the event without first consulting BUSU. Make sure that you lay out specific guidelines as to what can and cannot be done to anyone who you will be running an event along side of. All the problems were later remedied and the event ran very well, but be aware of the issues of an event of this magnitude.

A great deal of volunteers was also needed for this event. Volunteers were needed to referee the game as well as keeping an eye on the crowd outside. Since there was potential of a large number of students coming out volunteers would be required to keep the crowd from filling up the halls.

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Financials

See Attached

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