



PROPOSED	 Nebraska SPORTS COUNCIL <i>presents</i>	NSC's ADULT ROLLERSKATING CLUB SUNDAYS • 9:00 PM TO 12:00 AM	at 
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OVERVIEW	ENTRY AND MEMBERSHIP OPTIONS			
ACTION: PROMOTION FROM AUGUST 2014 THROUGH NOVEMBER 2014 FIRST EVENT: SUNDAY, OCTOBER 5, 2014 9:00PM TO 12:00AM PREFERRED ENTRY WILL OCCUR THROUGH MEMBERSHIP IN THE NEBRASKA SPORTS COUNCIL ADULT ROLLERSKATING CLUB OBJECTIVE 1: ESTABLISH AVERAGE SESSION ATTENDANCE OF 200 WITH A FOCUS ON ADULTS 25 TO 40 YEARS OF AGE OR OLDER. OBJECTIVE 2: GENERATE CONCESSION REVENUE BY (A) PROGRAMMING FAST MUSIC TO COINCIDE WITH NSC PROMOTIONAL SPOTS FROM DJ; (B) PROVIDE SPECIALS AND DISCOUNTS WITH NSC PARTNERS, AND MOVIE THEATERS (JIMMY JOHNS, SUBWAY, AMC THEATERS, ETC.); (C) NSC STAFF WILL WEAR BADGES/ID/T-SHIRTS WITH "NJC ARSC" IN BOLD PRINT OBJECTIVE 3: USE MEMBER DATABASE TO: (A) IDENTIFY CROSS-MARKETING OPPORTUNITIES AND TO CREATE NEW REVENUE STREAMS (FAMILIES, CHILDREN, BUSINESS, ETC.); (B) CREATE MEDIA PARTNERSHIPS; (C) IF NECESSARY, TO PROVIDE LAW ENFORCEMENT WITH CLIENT INFORMATION. TRIP REYNOLDS** OR HIS DESIGNEE WILL EXERCISE FINAL AUTHORITY FOR ALL MUSIC PLAYED DURING ALL ADULT SKATING SESSIONS.	LEVEL	AGE	GENERAL ADMISSION FOR GUEST OR MEMBER	COST AND BENEFITS OF NSCARSC INDIVIDUAL MEMBERSHIP [ORGANIZATIONAL MEMBERSHIPS: MINIMUM OF 10 AT \$20.00 EACH / \$200.00]
	3	18 TO 24	\$10.00 FOR GUESTS OR NON-MEMBERS \$7.00 FOR MEMBERS [MEMBER ENTRY REDUCED TO \$7 AFTER 12 MTHS]	\$100.00 ANNUALLY FOR INDIVIDUALS (PAID \$25.00 PER QUARTER) NSC MEMBER I.D. CARD, MONTHLY ONLINE NEWSLETTER, NSC EVENT PROMOTIONS, FREE BIRTHDAY SKATE W/VIDEO RECOGNITION AND GIFT; 5% DISCOUNT FOR RINK RENTAL; AND 1-TIME APPROVAL TO PROGRAM MUSIC FOR 30-CONTINUOUS MINUTES ON A SUNDAY OF THEIR CHOICE.
	2	25 TO 40	\$7.00 FOR MEMBERS \$10.00 FOR NON-MEMBERS NOTE: MEMBERS WHO BRING "NEW SKATERS" ARE ADMITTED FREE; AND COST OF ANNUAL MEMBERSHIP FOR "FIRST TIME" GUEST IS ONLY \$20.00	\$25.00 ANNUAL FOR INDIVIDUALS \$40.00 ANNUAL FOR COUPLES NSC MEMBER I.D. CARD, MONTHLY ONLINE NEWSLETTER, NSC EVENT PROMOTIONS, FREE BIRTHDAY SKATE W/VIDEO RECOGNITION AND GIFT; 10% DISCOUNT FOR RINK RENTAL; AND 1-TIME APPROVAL TO PROGRAM MUSIC FOR 30-CONTINUOUS MINUTES ON A SUNDAY OF THEIR CHOICE. 10% DISCOUNT ON PURCHASE OF SKATES, WHEELS, THE ADULT ROLLERSKATING T-SHIRT, AND DESIGNATED MERCHANDISE. PAID ADMISSION AT DESIGNATED REMOTE SKATING EVENTS TO PROMOTE NSCARSC. SPECIAL 25-AND-OVER "MIDNIGHT SKATE" ONCE EACH QUARTER, ON A SUNDAY NIGHT, FROM 12:00AM TO 3:00AM, ENTRY DISCOUNTED TO \$5.00
	1	41 AND OVER	\$5.00 \$7.00 FOR NON-MEMBERS	\$10.00 LIFETIME MEMBERSHIP ALL FEATURES IN LEVEL 2 20% DISCOUNT ON PURCHASE OF SKATES, WHEELS, THE ADULT ROLLERSKATING T-SHIRT, AND DESIGNATED MERCHANDISE.

MEMBERS	PROJECTED NUMBER OF MEMBERS	COST OF ANNUAL MEMBERSHIP	PROJECTED REVENUE FROM ANNUAL MEMBERSHIP	WEEKLY REVENUE FROM MEMBERS	PROJECTED REVENUE x48 WEEKS
18 TO 24	45	\$50.00	\$2,250.00	\$10.00	\$ 21,600.00
25 TO 40	115	\$25.00	2,875.00	\$7.00	38,640.00
41 +	70	\$10.00	700.00	\$5.00	16,800.00
TOTAL	230		\$5,825.00		\$77,040.00

PROJECTED REVENUE* 2014/2015 FROM ADULT SKATING: \$82,865.00

Expense: Rink rental is \$300.00 per hour; \$900.00 per 3-hour session; 230 pre-paid \$7.00 admissions = \$1,610.00, net revenue of \$710.00

* Revenue	Nebraska Sports Council Adult Rollerskating Club	\$ 82,865.00
Expense	\$900.00 per 3-hour session x 48 weeks	43,200.00
	Difference	39,665.00
** Expense	Reynolds (membership development/management, PSAs, web site, newsletter, DJ, etc.)	3,966.50
Net Revenue	Net Revenue	\$ 35,698.50

* Excludes revenue from organizations, and revenue generated from a new "rollerskating" event at the annual Cornhusker State Games.

** Contracted to receive 10% of all revenue, including revenue from organizations, "Midnight Skate," merchandising, and promotions.