

THE EVENT

Bun on the Run - Rexburg teamed up with Eastern Idaho Smash to bring about the "Super Smash Buns" Event. Attendees were able to play Nintendo's Super Smash Brothers, fun minute to win it mini-games, and purchase steamed buns and Korean corndogs.

Purpose:

To increase BOTR-R sales and awareness.

Vision Statement:

To provide a memorable experience full of food, fun, and friends.

Venue:

The Men's Clubhouse at the Ridge.

The clubhouse was free to reserve, had a kitchen where food could be prepared, and had plenty of space and outlets to set up gaming stations.

Budget:

Budget: \$100.00

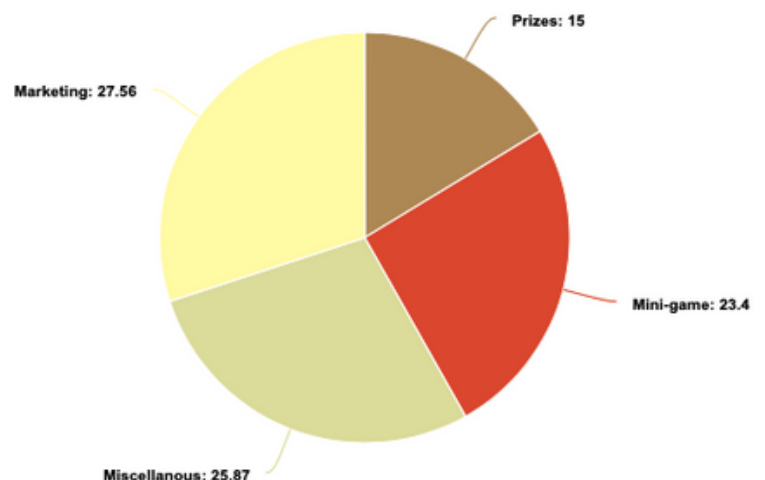
Actual Total: \$91.83

Prizes: \$15.00

Mini-game supplies: \$23.40

Marketing: \$27.56

Miscellaneous: \$25.87



Timeline:

Before the Event

- Week 1 (6/5-6/11):** Came up with the logistics of the event. Coordinated details with Eastern Idaho Smash. Established budget.
- Week 2 (6/12-6/18):** Created the marketing material and conducted mini-game research.
- Week 3 (6/19-6/25):** Distributed marketing material, prepared the mini-games, bought supplies and prizes, and had a big production day for BOTR-R.

Gantt chart

	Week 1 (6/5-6/11)	Week 2 (6/12-6/18)	Week 3 (6/19-6/24)
Book Venue			
Budget Review			
Finalize activities			
Logistics			
Marketing Creation			
Marketing Distribution			
Research Activities			
Research Venue			
Shopping for supplies			
Vision Statement			

Day of Event

- 5:30 pm** Decorate and set up the venue and mini-games. Start preparing food.
- 7:10 pm** Opening Remarks: explain Super Smash tournament, tickets and giveaway, mini-games and food offered.
- 8:15 pm** First giveaway (\$10 Nintendo e-store gift card)
- 8:30 pm** Second giveaway (\$5 Crumbl gift card)
- 8:45 pm** Third giveaway (3 free buns). M&M Winner announcement.
- 8:55 pm** Fourth giveaway (\$10 Nintendo 3-store gift card). Closing Remarks.
- 9:00 pm** Clean up and evaluate

Marketing:

The design of the flyer follows the BOTR-R colors and marketing scheme. It involves the Nintendo Super Smash prospective with the Mario and Yoshi character.

Flyers (approximately 150) were distributed to all apartments at the Ridge and were handed out to students on campus.

Evaluation:

Peak Attendance: 75
Gross Profit: \$300.00
Net Profit: \$215.00

The profit does not give enough data to adequately determine whether the event contributed to an overall 50% increase in sales.

However, the event week was the best week for company sales with approximately 40 orders.

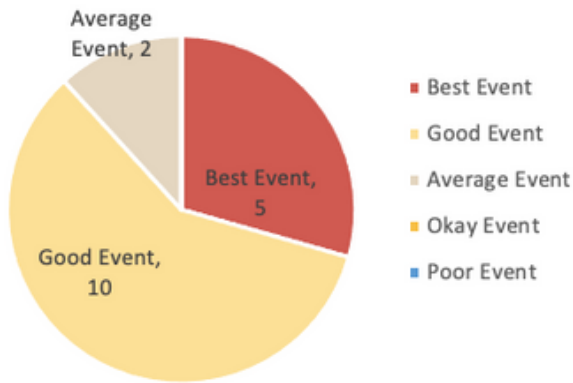
The event did increase overall awareness by 75%.

80% of the event attendees were introduced to BOTR-R and over 100 business cards were handed out to individuals.

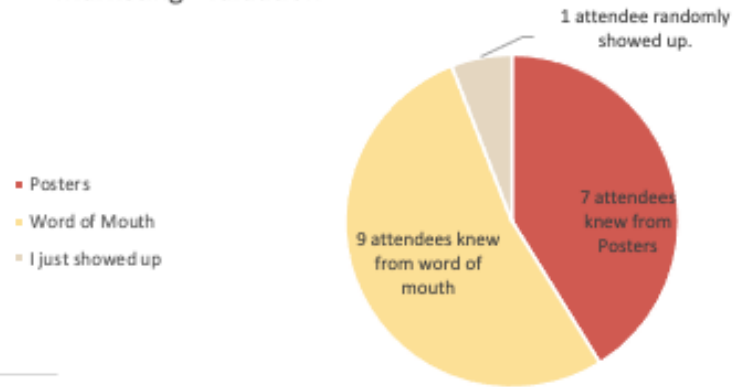


Attendees were asked to fill out an evaluation survey. From that survey, we collected how well the event marketing was, their favorite part of the event, and what food they would like to see from BOTR-R in the future.

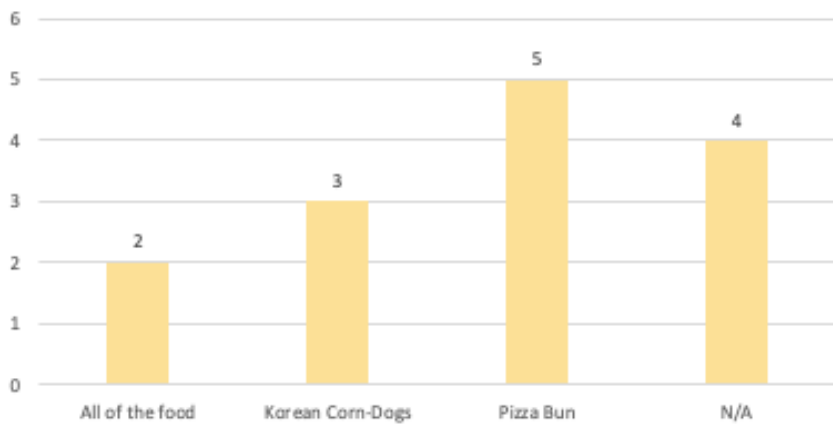
Event Rating



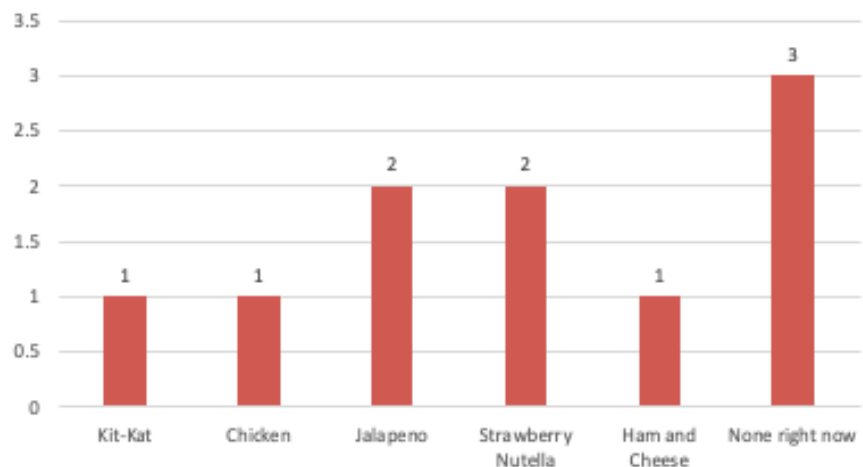
Marketing Evaluation



Favorite food at the event



Potential new bun flavors attendees want to see



Pictures:

