

Stadium People **FUNDRAISING**

PROGRAM - 2020



GROUP FUNDRAISING OPPORTUNITIES

Gather your best and brightest to earn big funds for your organization while enjoying the excitement of special events.

UPDATED SPRING 2021

Raise much-needed funds for your organization

Develop people skills and job experience for members

Have fun at sporting events and concerts

Work within a highly organized framework

CHURCH CONGREGATIONS

MINISTRY GROUPS

SPORTS TEAMS

MILITARY GROUPS

FRATERNAL ORGANIZATIONS

**CAREER DEVELOPMENT
GROUPS**

MENTOR PROGRAMS



Stadium People Corporate Mission & Philosophy

Stadium People has become known for its “Guest First” approach to staffing, whereby our partnership with venue clients and universities begins with a strong understanding of the importance of growing and retaining a loyal and excited fan base.

Our philosophy is to provide a level of service that not only aligns with each customer venue’s approach, but one that exceeds the need and creates a true competitive edge for both our organization and our customers.

Our entire customer-centric company culture begins at the executive level of our organization and is used as the backbone of our employee training and development. We believe that as an extension of our philosophy, many groups seeking to grow their non-profit organizations, sports teams, or job development services can capitalize on a partnership with us at events.

Stadium People Background

Stadium People began as a response to the need for 2,500 event, security, law enforcement, and other personnel at AT&T (Cowboys) Stadium in Arlington, Texas, home of Dallas Cowboys Football, six (6) large collegiate events, high school football, concerts, and other special events. Our number of seasonal and temporary staff in the Dallas and Austin metro areas exceeds 15,000 today.

Since 2009, Stadium People has grown to serve 25 current event venue clients in:

Collegiate Athletics such as TCU Football Games, Annual Southwest Classic at AT&T Stadium (SEC Football), University of Texas at Austin, Auburn University, Oklahoma State University, University of Georgia, Texas State University, Abilene Christian University, Southern Methodist University, Lamar University

Professional Sports Arenas and Stadiums (AT&T Stadium, Formula 1 at the Circuit of the Americas, FC Dallas Soccer at Toyota Stadium)

Convention Centers and Performing Arts (Several in Texas and Oklahoma)

Special Events, Banquets, and Entertainment (One-time and Annual Events)



Stadium People specializes in the placement and training of staff, from front-line to supervisory and management in the following:

- Event Staff: Ushers, Ticket Takers, Ticket Booth Sales, ADA
- Non-Commissioned Security & Crowd Control
- Premium Staff: VIP Suites, Guest Services Booth
- Parking Staff & Golf Cart Drivers

Fundraising Group History

Since 2010, Stadium People has partnered with over 100 groups at thousands of events across the United States to help raise well over \$1,000,000. As a critical part of event recruitment and staffing plan, our groups help us make up our numbers and help our venues offer their guests an extraordinary game day experience, creating the win-win-win that has been the hallmark of our success.

How it Works for Your Group

Instead of trying to meet sales numbers, we guarantee your group a fixed and predictable amount of money you can earn. If you bring the people in numbers, your group makes the money.

For a typical event needing 50 group volunteers, we pay \$12.00 an hour to your group for an average 8-hour shift, making it possible for your group to earn \$4,800 for each event. Some of our groups who work an entire football season can raise over \$30,000 to meet their initiatives. To recap the formula:

Number of Volunteers x 8 Hour Event x \$12.00 an hour = Total Funds

We will pay your group the total amount earned within 10 days of your working a typical event.



A Seamless and Easy Enrollment Process

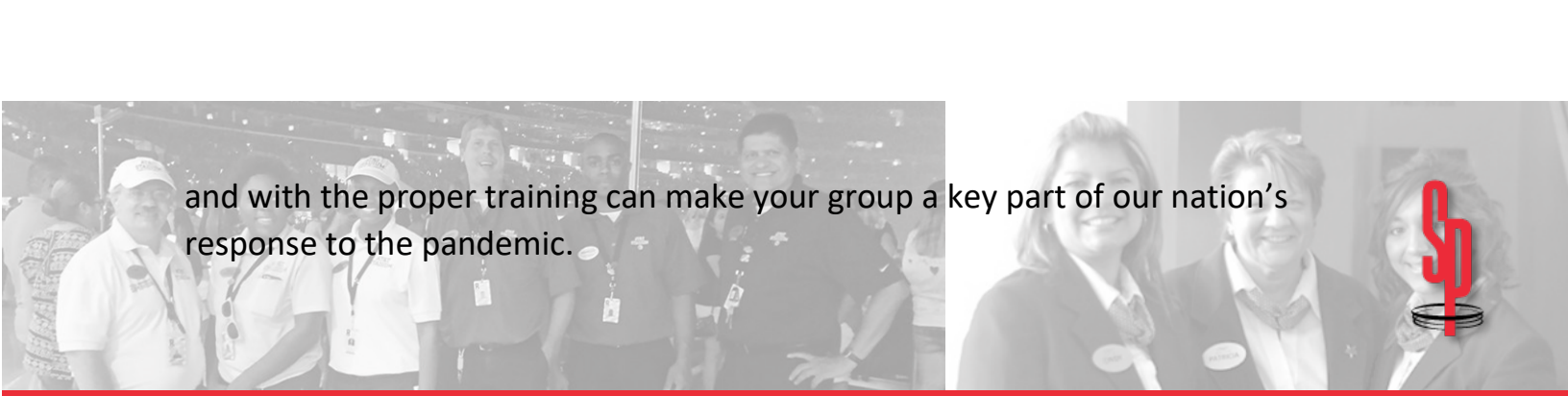
1. **Enroll Your Group with a Sign-Up Packet** (W-9, Background Check forms)
2. **Submit Your Group Description and Intention Form:** Let us know about your group and commit to working upcoming events
3. **Assemble Your Group for a One-Hour Orientation and Training:** Our Event Manager will come to your site or facility if needed to go over the jobs and expectations for the events
4. **Watch Any Online Training** and Download Event Info as needed
5. **Arrive on Event Day at Specified Time** to Receive Uniform Shirts and Event Briefing with a Supervisor
6. **Collect any Hours from Your Staff** and Report on our Timesheet to receive accurate payment of your funds within 10 days of the Event!
****Group Members must be 17 years of age or older and anyone under 18 must have a parental consent form signed.**

Invaluable Career and Skills Training

Anyone who participates in our events will grow their people skills, develop professional communication, understand multitasking, and grow in an important service industry. Many of our current supervisors and key staff have come from participating groups after serving with us. Our leadership will come to your venue if your group cannot attend an onsite training and cover key event and skills development points so that when you arrive for your event, your group is ready to hit the ground running. Many of our guides are posted online and in video format.

Important Safety and Health Protocols for a New World

With the rise of COVID-19 and other potentially infectious diseases, Stadium People has worked closely with key leaders in our industry to develop safe practices for controlling the spread of the virus. As many of our key groups look to rebound financially from the effects of the pandemic, or as a critical fundraising strategy, we ensure that health and safety will not adversely affect participation,



and with the proper training can make your group a key part of our nation's response to the pandemic.

Uniform and Appearance Policy

Shirts and jackets (as needed) are provided for each event by Stadium People and are to be returned at the end of each event to your Group Leader. Uniform attire that must be worn and provided by each member of the group are black pants (no jeans or cargo pants), black shorts if permitted by the venue during warmer weather, black belt, and black shoes. We urge your members wear comfortable shoes and if they are athletic shoes that they be majority black and free of loud colors.

Shirts must be tucked in and worn professionally, so selecting the proper size is important to the look for our fans. Any approved hats must be either in support of the venue team or provided by Stadium People. Any Stadium People hat must be purchased by your group and can be deducted from the total cost of the funds raised. In many cases, Stadium People provides incentives for earning merchandise, such as size of group in attendance at the event or reaching attendance milestones throughout the season.

We do ask that our staff members cover visible tattoos with sleeves and that any facial piercings that are not approved by our policy be removed for the event.

Stadium People does reserve the right to refuse any members who are in violation of our standards.





Jobs and Roles at Events



Ticket Takers



- Welcome guests to the venue at our gates
- Check tickets at gates to ensure guests are at the proper entry point
- Scan tickets and check for proper credentials as required
- Be able to stand for long periods of time throughout a day
- Strong communication skills to give directions to guests
- Be able to read and use digital technology for scanning
- Provide safe distancing communication to fans per COVID-19 procedures

Ushers & Directional Staff

- Greet guests at assigned section
- Be able to assist with proper ticketing
- Provide directional assistance within the venue (Restrooms, gates, concession direction assistance)
- Assist with lost children or information desk assistance
- Be able to stand for long periods of time and walk stairs
- Provide safe distancing communication to fans per COVID-19 procedures



Parking Staff



- Greet guests as they enter parking lots
- Direct cars and traffic to proper lots based on parking credentials
- Assist in cash or credit handling at lots
- Be able to stand for long periods of time and walk stairs
- Provide safe distancing communication to fans per COVID-19 procedures

START MAKING MEMORIES TODAY!

Contact your Stadium People Representative today to begin earning money for your group and making special moments for your team.



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