

WI Waterfowl Association: 2nd Annual Decoy Carving Contest & Exhibition - 2018 Business Plan Summary

Dates proposed: Friday, August 10, Saturday, August 11, 2018 (WWA State Duck & Goose Calling Championships: 8/12)

Hours: Friday: 7am-9am: set up demonstrations, put out pre-registered (mailed) entries, etc.

9am-5pm displays assembled/decoys on display/carvers may enter decoys/demonstrations available

Saturday: 8am-5pm decoys on display/demonstrations available

9am-10:30am carvers may make entries 11:30-12:30 non-floating judging occurs

1:00-4:00 floating judging occurs at the outdoor tank 4:00-5:00 winning entries finalized/displayed

Sunday: 9am-1pm decoys on display/winning entries-best of show displayed 1-3pm decoys released

3pm-5pm demonstrations disassembled, mail entries re-packed, clean up

Capacity needs: 30-32 6' tables indoors for 150-200 entries (131 on 22 tables in '17) 6 6' tables near 6'x6' float tank/pool

Float tank to be located under the "calling contest" tent, in the competition area. Removed prior to 8/12.

Marketing/promotion: 2 ads, March & June: *Wildfowl Carving Magazine* \$675

2 ads, June & August: *Take 'Em Magazine* \$100

Outdoor Wisconsin – Wisconsin Public Television/Dan Small – late spring 2018

Paul Smith – *Milwaukee Journal-Sentinel* preview article

Paul Eisle – *Wisconsin Outdoor News* preview article

The Big Wild Radio Show – syndicated - July preview interview – Don Kirby

Living' The Outdoors radio show – WI Fox Valley - August preview interview – Don Kirby

This event has its own "tab/pages" in our website: wisducks.org, plus it is featured regularly

on our social media channels (12K+ valid e-mails & 3K+ followers on our Facebook friends group)

Thumbnail financials: significant expenses (2017):

\$2085 paid out in cash prizes to winners

\$650 in ribbons/rosettes to winners and tagging materials to track decoys/carvers

\$430 in decoy display/promotional/explanatory printed materials (durable goods, for re-use)

\$775 in advertising/promotional direct expense

\$250 WWA's International Waterfowl Carver's Association affiliate membership

\$275 food/drink for lunches for 18 volunteers Friday/24 volunteers Saturday (isolated site)

income sources used to offset expenses (2017):

\$920 net decoy entry fees (less IWCA membership fee's collected & passed on)

\$1025 240 adult entry fees @ \$5, less "button" expense

\$525 table/booth fees paid to WWA by exhibitors offering collectible items for sale

\$500 (2) \$250 sponsorships provided by decoy carving enthusiast supporters

\$600 (1) \$600 sponsorship for ribbons/rosettes provided by decoy carving enthusiast supporter

Contest categories: 2017: IWCA "style" class, IWCA "working" class, "Sconnie" gunning class, Antique/replica class

2018 expected: IWCA "style" class, IWCA "decorative" class, "Sconnie" gunning class,

Antique/replica class (IWCA "working" dropped, "decorative" added, via feedback)

Exhibitors include: IWCA carving/painting, MN Decoy Carvers Assoc., WI A.I.S. Control team...

WWA staffing: 2-3 paid staff, daily, Friday-Sunday

15-20 WWA volunteers, daily, Friday-Sunday, PLUS, 6 qualified judges recruited for Saturday