



PURPOSE RUNNERS

FOUNDATION

Purpose Runners – 2019 Riverfront 6K Final Balance



NEWARK RIVERFRONT 6K RUN, WALK AND KIDS RUN **August 18th of 2019**

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Riverfront 6k Estimative Budget Before Race

| ITEM | COST \$ | |
|--|-------------------|------|
| Cash Prize Awards | \$440.00 | pay |
| Social Midia Advertising – Facebook, Instagram | \$200.00 | buy |
| USTF NJ Sanctioning Event | \$280.00 | pay |
| Art Design, Banners and Flyer's Advertising | \$1000.00 | buy |
| 200 custon bib with timing tag | \$0.00 | rent |
| Insurance – Event Helper.Com | \$290.00 | buy |
| 50 Yard sign advertising – Sign Depod | \$190.00 | buy |
| 20 cones - Amazon | \$180.00 | rent |
| 1 Complet timing system start finish line – Elitefeats | \$1.200.00 | rent |
| 22 custon teardrop flag | \$0.00 | own |
| 1 portable restrom rentals – A Royal Flush | \$250.00 | rent |
| 50 Saffet Vest to Volunteers Staff | \$0.00 | own |
| Mile Markers | \$0.00 | own |
| 4 2-way radios | \$50.00 | buy |
| 50 Signs | \$0.00 | buy |
| Coffee, bagels, fruits | \$150.00 | own |
| Clip Boards, Pens, copies, others | \$50.00 | buy |
| Paper Towels | \$5.00 | buy |
| Trash Bags | \$10.00 | buy |
| 1 Smal tent DJ SET UP - Walmart | \$40.00 | buy |
| 150 T-Shirts (4 collors) | \$1350.00 | buy |
| 350 Medals | \$1500.00 | buy |
| 58 Trophies | \$580.00 | buy |
| 500 cups | \$50.00 | buy |
| 15 Gallon's Sports drinks | \$120.00 | buy |
| 30 Gallon's Water | \$40.00 | buy |
| 200 Energie bar | \$100.00 | buy |
| 1 Photographer | \$200.00 | rent |
| 4 5ft table – Walmart | \$148.00 | buy |
| 3 Tent's 10x10 - Walmart | \$225.00 | buy |
| Total | \$7,448.00 | |

2019 Riverfront 6k Run TOTAL EXPENSES WAS PAID

| ITEM | COST \$ | |
|---|----------------|---------------|
| Cash Prize Awards | \$440.00 | Paid Cash |
| Social Midia Advertising | \$140.00 | Facebbok |
| USATF NJ Sanctioning | \$280.00 | Paid check |
| Art Design, Banners and Flyers Advertising – F/Design | \$800.00 | F/Design |
| 3 10x10 Tent's Walmart | \$238.50 | Walmart |
| Insurance – Event Helper.Com | \$295.25 | East Main Inc |
| 50 Yard sign advertising – Sign Depod | \$190.00 | Sign Depot |
| 1 Complet timing s ystem Start finish line – rent | \$1200.00 | Elitefeats |
| 1 Portable restrom rentals – A Royal Flush | \$180.00 | A Royal Flush |
| 4 Table 5ft Walmart | \$158.36 | Walmart |
| Pens, Clips, Boards, Forms, Copies | \$12.31 | Walmart |
| Banners setup, tools and ropes – Home Depod | \$71.95 | Home Depot |
| Paper Towels, Trash Bags, Fruits, Bagels, Cups (Coscto) | \$82.14 | Coscto |
| DJ Small Red Tent – Walmat | \$37.48 | Walmart |
| 150 T-Shirts – Donggun Monkey Clothes Co. | \$1053.00 | China |
| 300 Medals and Kids medals – Zhongshan Metal Co. | \$1477.70 | China |
| 58 Trophies Crown Awards | \$515.50 | CROWN Awards |
| 15 Gallon's Sports drinks Gatorade 128Oz | \$122.32 | Walmart |
| 30 Gallon's Water botters | \$31.16 | Walmart |
| 4 Energie bar bags 17Oz Coscto, Fruits | \$65.09 | Coscto |
| 1 Photographer | \$50.00 | Paid Cash |
| TOTAL | 7440.76 | |

Purpose Runners – 2019 Riverfront 6k Run SPONSORS

| SPONSORS | DONATION | |
|--------------------------|------------------|-------------|
| Brasilia Grill | \$200.00 | Check |
| Air On Physical Therapy | \$100.00 | Check |
| Vantuir Cooling | \$200.00 | Check |
| A Plus Business Solution | \$200.00 | Check |
| Pontal Brasil | \$200.00 | Cash |
| Evolution Fitness | \$0.00 | DROP OFF |
| New Empire Colision | \$100.00 | Check |
| Cricket | \$0.00 | DROP OFF |
| Kall Multiservices | \$0.00 | SERVICES |
| Seabra Group | \$0.00 | DROP OFF |
| United Multiservices | \$200.00 | Check |
| Market BBQ | \$200.00 | Cash |
| GPCSQ Multiservices | \$0.00 | SERVICES |
| Im So Yoga | \$0.00 | SERVICES |
| Brazilian Press | \$0.00 | SERVICES |
| F/Designs | \$0.00 | SERVICES |
| USC United Sport Clinic | \$0.00 | SERVICES |
| Riverfront Marcy Depina | \$0.00 | DJ Donation |
| Flavio Desouza Donation | \$2000.00 | Donation |
| US Postal Services | \$0.00 | SERVICERS |
| | | |
| TOTAL | \$3400.00 | |

Purpose Runners – 2019 Riverfront 6k

REGISTRATION

| COMPANY – ACTION DESCRIPTION | PAID | NUMBERS |
|--|------------------|----------------|
| Elitefeats – Runners registered | \$1543.00 | 54 |
| Elitefeats – Donations | \$85.00 | |
| Elitefeats Runners with free invitation code | \$0.00 | 27 |
| Elitefeats Kids Registered for free | \$0.00 | 23 |
| RunSignUp – Runners registered | \$1470.00 | 49 |
| RunSignUp – Donations | \$105.00 | |
| Race Day Early Registration | \$280.00 | 7 |
| Race Day Kids Early Registration | \$0.00 | 5 |
| Walkers | \$0.00 | 6 |
| | | |
| TOTAL | \$3483.00 | 171 |

Purpose Runners – 2019 Riverfront 6k

RACE BALANCE

| COMPANY – ACTION DESCRIPTION | PAID | NUMBERS |
|-------------------------------------|------------------|----------------|
| Elitefeats – Runners registered | \$1543.00 | 54 |
| Elitefeats – Runners Donations | \$85.00 | |
| RunSignUp – Runners registered | \$1470.00 | 49 |
| RunSignUp – Runners Donations | \$105.00 | |
| Race Day Early Registration | \$280.00 | 7 |
| Race Sponsors | \$3400.00 | |
| | | |
| TOTAL RAISED | \$6883.00 | 0 |
| TOTAL RACE EXPENSES | \$7440.76 | |
| | | |
| | | |
| TOTAL RACE BALANCE | \$-557.76 | |

RIVERFRONT RACE BALANCE

| | |
|---|------------------|
| • Total Runners _____ | 137 |
| • Total Kids _____ | 28 |
| • Total Walkers _____ | 06 |
| • Total Volunteers _____ | 19 |
| • Total Sponsors _____ | 8 |
| • Total Supporters With Services _____ | 8 |
| • Total Raised _____ | \$6883.00 |
| • Total Expenses _____ | \$7440.76 |
| • Race Balance _____ | \$-557.76 |

Race Final Considerations / Impressions / Corrections

- **Despite the financial balance being negative again this year due to we couldn't find enough numbers of sponsors to cover the total of race spenses, was a very positive event for our organization, to Riverfront Park and to the City of Newark.**
- **This year was hard to find sponsors, we drop the number of sponsors and the sponsors contribution compared to last year. Some sponsors just decided jump off in last minute after advertising and shirt was done. (Seabra, Evolution, Crecket, Kall, they drop off and Brasilia Grill lower the sponsorship from \$1000 to \$200) We didn't maked them to sign contract, so we couldn't do nothing about to receice the money.**
- **This year the races spenses went up a lot because we decided to invest in quality so that could attrac more runners and turn the event to next level. We invested on event sanction with USATF, better quality of shirts and medals, and we awarded all age categories with custom trophies from 1 to 3th place. We had to adjst our infrastructure to better assist the number of expected runners, we bought more tables and tents and spent more money on advertising.**
- **We changed the date of the race and the short period of time from last race to asking money to same sponsors from last year was one point that influenced to they didn't join us this year. We couldn't find any other big company to sponsor us, and Nissan and Bai Juice companies changed they publicity polices they just decided dont join us this year.**
- **Due to race numbers this year compared to last year I strongly believe that in the next few years the event will continue growing and has potential to be very financial successful event.**

Corrections

- The corrections that I suggest now is open the race to the streets next year that we can fit safely more runners on race.
- Continue the event in August and continue the promotion and advertising in advance.
- Increase little bit the prize money.
- Continue the sanction with USATF
- We just get approved our 501c3 status that I believe we will attract investors and better sponsors for next year.
- The event this year was technically sucessful, everione loved the park the event and the energy next year we can expect a lot of more runners and kids join us.

Thanks Everione worked on this event, I very open mind to receive suggestion and feed back.

Flavio De Souza

Race Director