

KEYSTONE INDOOR DRILL ASSOCIATION

SHOW SPONSOR WORKSHOP & ROUNDTABLE



KEYSTONE INDOOR
DRILL ASSOCIATION

PERFORM
MOTIVATE
EDUCATE

WELCOME

- **Welcome to the Annual
Keystone Indoor Drill Association
Show Sponsor Workshop &
Roundtable**



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WELCOME

- **Introductions**
- **Goals and Objectives**
- **Building a Family and Network of Show Hosts**



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KIDA Philosophy

The **Keystone Indoor Drill Association** was formed in the interest of teaching the principles of good **sportsmanship, fairness** in all aspects, **professionalism**, and **proper conduct** under any and all prevailing conditions. It is the desire of the Keystone Indoor Drill Association to promote better **understanding** among the units, good **public relations**, and above all, an atmosphere that is conducive to **good clean competition**.

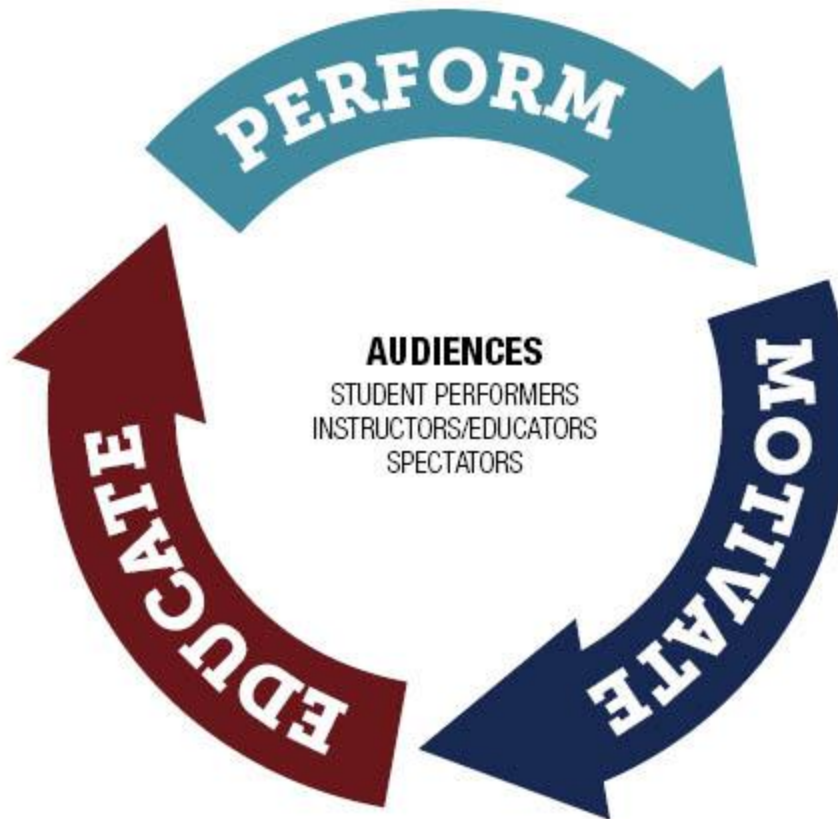
While the **Keystone Indoor Drill Association** is truly an educational endeavor, it also teaches each and every member to demonstrate **PRIDE** in their unit, their school, the association, and our nation at all times.



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KIDA Philosophy



KIDA Philosophy

- **In 2017**
 - KIDA schedule included 17 Shows, plus Individual & Ensemble Competition and Championships
 - Over 500 Performances
 - 66 Hours of Entertainment
 - More than 1,900 Student Performers at KIDA Championships
- **And at the Heart of That...**



KIDA Philosophy

YOU!



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KIDA Philosophy

- **Why Do We Host a Show?**
 - **Financial** – To support our units and our students
 - **Education** – Provide students an opportunity to learn and grow through performance and interactions
 - **Emotional** – To support the “indoor” family and community as a whole



KIDA Philosophy

- **As a KIDA Host, YOU Represent:**
 - Your School and Units
 - Your Community
 - Our Association
 - Our Activity
- **You are a key part of MUCH larger movement! Take Pride in That!**



KIDA Philosophy

- **As Show Hosts, you are the HEART of our association**
- **We can only grow as an association if we maintain a STANDARD OF EXCELLENCE at all KIDA shows**
- **More Units = More Units at Your Show = Greater Financial Support**



KIDA Philosophy

- Be PROUD of the work you do!
- Encourage FRIENDSHIPS Among Units!
- Create a POSITIVE Atmosphere!
- Have FUN!



2018 KIDA Schedule

- **Jan 20 – East Pennsboro**
- **Jan 27 – Conestoga Valley**
- **Feb 3 – Waynesboro (PM)
Cumberland Valley (AM)**
- **Feb 10 – Biglerville**
- **Feb 17 – Brunswick/Susquehannock**



2018 KIDA Schedule

- **Feb 24 – Greencastle-Antrim**
- **Mar 3 – Central Dauphin/Urbana**
- **Mar 10 – Gov. Thomas Johnson**
- **Mar 17 – Mechanicsburg/Tuscarora**
- **Mar 24 – North Hagerstown/
West Shore**
- **Apr 7-8 – KIDA Championships**



Fundraising

- **Effective Fundraising**
- **Fundraising Avenues**
- **Minimizing Expenses**



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Fundraising

- **Tickets**
- **Program Book**
- **Donation Cans**
- **Concessions – seek donations, use local vendors, and seek out parents that may have connections**
- **Games of chance: 50/50, raffles**
- **Favorite Instructor**
- **Grams: Flowers, Candy, Bears, Air**
- **Bake Sales**
- **Arts & Crafts**
- **Buttons: logos of school, show theme**
- **Flags**
- **Scarves**
- **Flip Flops**
- **Bracelets/Jewelry**
Contact: David Patrone email: bandguardjewelry@yahoo.com
- **T-Shirt/Apparel – Show shirt**
Contact: Kyle Miller email: Marchingbasics@gmail.com



Other Considerations

- **Create a Budget**
- **Sponsorships – Trophies, Programs, Food, Show**
- **Accept Credit Cards: Square, PayPal - concessions/tickets/apparel/jewelry**
- **Alternative to Trophies – Give gift certificates**



2017 KIDA Changes

- **Contest Floor Sizes Posted ONLINE**
- **Bleachers MUST be either open or closed for the entire show**
- **New KIDA Website**
- **Changes to I&E Pending the 2019 Season**



Show Registration

- **Online Show Registration**

- 2017 Registration was a success!
- Registration will begin on DECEMBER 1
- All Registration will occur online
- KIDA will provide hosts with show order and schedule



KIDA Cancellation Policy

- **Cancellation Policy**

- December is a penalty-free month to make schedule changes for units.
- A unit cancelling from a show 4 weeks or more before a show will lose bond
- Cancelling 2-4 weeks before show will incur loss of bond and additional \$50 fine
- Cancelling less than 2 weeks will result in loss of bond, \$100 fine, and first on at championships in their class
- All cancellations will be processed through the website to the KIDA Contest Coordinator



KIDA Cancellation Policy

- **Cancellation Policy**
 - Policy to be enforced by KIDA Membership Director and President



Show Reminders

- **Contest Coordinator**

- Show Hosts will work directly with the Contest Coordinator to help facilitate shows

- **KIDA Website**

- Promote your show through KIDA website. Provide us photos and description of your facility to post online.

Show Reminders

- **Space of Judges**

- Judges must be provided a minimum of a 5'x5' space for judging
- Unobstructed view of performance floor
- Not inside the direct traffic patterns to spectator viewing areas
- KIDA reserves the right to suspend the competition if this is not actively enforced

KIDA Show Sponsor Timeline

- **December 1** – Show Registration Begins
- **January 1** – KIDA Contest Coordinator will send a preliminary list to all show hosts of units that are registered for their show along with contact information
- **4 Weeks Prior to Show** – Show Packet to Contest Coordinator for Review (including Maps)



KIDA Show Sponsor Timeline

- **3 Weeks Prior to Show** – KIDA to Provide Tentative Schedule to Show Host, including warm-up times
- **2 Weeks Prior to Show** – Show Host to Provide Schedule and Directors Packet to ALL Participating Units



KIDA Show Sponsor Timeline

- **Week of Show** – Communicate Any Weather Related Contingency Plans to KIDA and Units
- **6 Hours Prior to Start** – Any WEATHER related cancellations made to with KIDA and Participating Units



Show Staffing

- **Putting Aces in Places**
- **Understand Your Teams Unique Skill Sets and Utilize Them**
- **Activate Your Booster Organization**
- **Get Your Staff Involved**
 - They understand the dynamics of a contest better than anyone else



Show Staffing

- **Your Staff is Your ONLY Direct Contact with Units**
- **Encourage Good Sportsmanship throughout the Show**
- **Maintain a POSITIVE Attitude!**
 - Remember who the event is for
 - “How Can I Help?” – Be Helpful!
 - A Smile Goes a Long Way



Show Staffing

- **Key Staffing Areas**

- Registration
- Unit Guides
- Judge Runners (Must have 3 Available)
- First Aid
- Announcer
- Gym Doors (Entrance and Exit)
- Security
- Fundraising Staff (Concessions, Tickets, Grams, etc.)



Show Staffing

- **Crisis Management**

- Designate a key individual to serve as a Crisis Manager
- This is your “Point” Person



**KEYSTONE INDOOR DRILL ASSOCIATION
THANKS YOU FOR HOSTING A SHOW AND
FOR ATTENDING THE ANNUAL
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