



Dairyland Donkey Ball, LLC



P.O. Box 623 • Chippewa Falls, WI 54729

Toll Free 1-888-8DONKEY • www.dairylanddonkeyball.com •

info@dairylanddonkeyball.com

DONKEY BASEBALL SHOW FAQ/INFO SHEET

OUR SHOW: Our show lasts approximately 1 ½ hours. We play six innings or 1 ½ hours, whichever comes first, if your players can last that long! We perform for up to 1 ½ hours, so you have two playing options. You may do two teams for six innings (or 1 ½ hours) or play four teams where each pair of teams will play for three innings (or 45 minutes). We suggest the four team format, especially if it is a warm day, your riders will appreciate it!

WHAT WE PROVIDE: Help setting up an e-sale, *if you desire*, eye-catching posters, easy-to-sell hard copy tickets, and useful media materials. We provide for your show a family-friendly playlist/Nat'l Anthem and public address system (if needed), headgear for player protection, referee, bat, ball and bases, flags, post, etc... for fencing the Donkey Baseball Diamond in, and setup/tear down labor. Our clean, intelligent, and helpful Donkey Wrangler will orchestrate your show and provide some commentary while on the ball diamond. Our donkey rig is self-contained, like a traveling tie-stall barn, so no overnight barn is needed.

PLACE TO PLAY: We can play on any dirt surface which is covered, in rodeo arenas, in riding arenas, etc... We do not need an area the size of a baseball field since we move the bases in to make a playing area suitable for the donkeys. We outline the field with flags and use athletic field marker to designate our donkey bases. It can be better to use an arena of some sort if you anticipate a large crowd. The stadium seating, or bleachers, will afford you a larger seating capacity and will allow you better control over the crowd entering the facility to ensure that each spectator pays for entry.

ABSOLUTELY NO AFTER SMELL!! Clean-up after our show is just like clean-up after a regular event!

YOU FURNISH: A suitable playing area, lighting if necessary, master of ceremony, Donkey Jockeys, jockey sign-up crew (1-2 people), ticket sellers and distributors of advertising we send you, *if desired*.

CASH OUTLAY:

1) Our **MANDATORY \$125.00** registration fee covers:

- Our sports accident insurance, \$50,000 limit supplemental medical coverage each player
- Coverage for the sponsoring organization as additional insured on our general liability policy which provides \$1,000,000 each occurrence; \$2,000,000 General Aggregate. Coverage for all third parties excluding participants...
- Certificates of Insurability provided upon request. If you are visiting with our competitors, then make sure to inquire if they can provide certificates of insurability like we do to prove that the insurance they advertise is legitimate.
- Advertising and organizational materials that we provide.

2) Custom flat fee is due the day of your event.

FUNDRAISING: WHERE DO YOUR PROFITS COME FROM:

1) Ticket Sales:

- a. Advance (Hard copy and/or e-sales)
- b. Gate (we provide a cash/ticket box if you need one)
- c. You can take cash, debit, and/or credit cards by setting up an e-sale or having us help you set one up.
- d. We suggest \$9 in advance and \$13 at the gate (preschool free). You may change the prices if you like. If you sell 550 advance tickets @ \$9 each, then your revenue will be about \$5,000 just from ticket sales!

*Third generation in
the business....and
still being laughed at!*
EXPERIENCE MATTERS!



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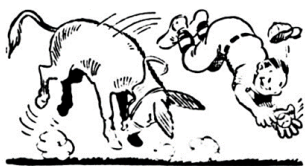
- 2) ASR Program: (Past sponsors of our events have made more than \$10,000 with this method alone!)
 - a. You keep 100% of all ASR Program proceeds!
 - b. We will provide you with a customized ASR Program sales packet upon request.
 - c. Those proceeds may include:
 - i. Sponsorships (You solicit people or businesses who pay to sponsor some, or all, of the following)
 1. Donkeys (Who wouldn't jump at the opportunity to sponsor Exlax or Superstupid?)
 2. Teams
 3. Innings
 4. The Event
 - ii. Advertisers (You solicit businesses who get to have their banner in your arena and name mentioned in the program)
 - iii. Rider entry fees (Potential Donkey Jockeys are willing to pay money for the chance to participate in our events!)
- 3) Concessions
- 4) Raffles
 - a. 50/50 (easy to run and prepare for, all you need is a roll of double tickets with serial numbers)
 - b. Donated items can add lots of reasons for someone to buy raffle tickets from you.
- 5) Auctions
 - a. Live
 - i. Labor (Usually utilizing members of party benefits are helping but not limited solely to them, parents, local "celebrities", local politicians, local first responders, etc...)
 - ii. Higher Value Donated Items
 - iii. Cakes or Pies
 - b. Silent (using donated items, trips, services, etc...)
- 6) Cake Walks
- 7) Carnival Games
- 8) Calcutta

Basically, we will help you draw a crowd of people to your show and then it is up to you to clean out their pockets!
Please call or email today to discuss how these ideas have helped past sponsors add beaucoup profits to their fundraiser!

CANCELLATION POLICY: POSTPONEMENT by either party, due to the weather, an act of God or a mechanical breakdown, is to be rescheduled as soon as possible. **DAIRYLAND** reserves the right to assess a **CANCELLATION FEE** to **SPONSOR** not exceeding flat fee if the show is cancelled *less than one hundred twenty* (120) days before the show date. **CANCELLATION** of this agreement by either party *more than one hundred twenty* (120) days prior to the show date is permitted upon written notification stating the reason for cancellation, without penalty to either party.

Final Payment:

Settlement for the balance due to Dairyland Donkey Ball, LLC, quoted flat fee, is expected the day of our scheduled show.



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Dairyland Donkey Baseball Shows

*are 1-1/2 hours of wholesome, side-splitting,
family fun Donkey Baseball action!!*

Our show now travels to most localities east of the Rockies and west of the Appalachians to serve you. To date, our donkeys have performed in 25 states!

Please contact us concerning dates available to your organization.

**Get all the open dates you can,
then call TOLL FREE**

1-888-8DONKEY

Dairyland Donkey Ball, LLC provides FREE to you:

- Eye-Catching Posters
- Easy-to-Sell Tickets
- Useful Media Materials
- Headgear for Player Protection
- Public Address System
- Family-friendly Playlist/Nat'l Anthem Provided (if needed)
- Referee, Bat, Ball, and Bases
- Clean, Intelligent and Helpful Donkey Wrangler
- Self-Contained Units - No Overnight Barn Needed
- ABSOLUTELY NO AFTER SMELL!! Clean-up after our show is just like clean-up after your normal grandstand events!
- Advance & Gate E-sales (you can take payment by debit/credit card)

**Sent by USPS
Priority Mail**

*Humane treatment of our donkeys is
always our first consideration.*

***OUR DONKEYS
ABSOLUTELY WILL
NOT DAMAGE
YOUR FACILITIES,
INCLUDING
TRACKS, RODEO
ARENAS, OR
RIDING ARENAS!***

YOU FURNISH: Covered/outdoor arena, ball diamond, park, or other suitable playing area, lighting if necessary, master of ceremonies, players, two donkey handlers during the show, donkey jockey check-in crew, ticket sellers and distributors of advertising we send you.

Our MANDATORY \$125 registration fee covers our sports accident insurance, \$50,000 limit supplemental medical coverage each player, each spectator and covers the cost of general liability coverage for the sponsoring organization as additional insured on our general liability policy. If you are visiting with our competitors, then make sure to inquire if they can provide certificates of insurability like we do to prove that the insurance they advertise is legitimate.

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It's not Donkey Ball if it's not Dairyland Donkey Ball!



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HUGE Fundraising Options

Our ASR Program:

Your organization can raise money to pay for the cost of our fee by finding local businesses to sponsor the different teams you recruit to play. Past sponsoring organizations have been able to charge anywhere from \$500 to \$1,500 for team sponsorships. You should give the businesses that sponsor teams some form of recognition. Some recognition ideas are: pre-game advertising, team shirts with the sponsor's name on them for riders, announcements during the game by the emcee and/or put up banners in the covered facility. The team sponsorships could earn your organization anywhere from \$1,000 to \$6,000.

The next thing you could do is find businesses or individuals to sponsor four *innings* which could bring you anywhere from \$250 to \$750 per inning depending on what you charge for the inning sponsorship fee. The inning sponsorships could earn you another \$1,000 to \$3,000.

Another fun sponsorship idea is to find sponsors for the *donkeys*, there will be 10 donkeys at your show and each of them could be sponsored by a lucky individual or business! If you received \$250 to \$500 for donkey sponsorships, then you would earn \$2,500 to \$5,000 just from printing an extra section in your program and having your emcee announce who is sponsoring each donkey throughout the show. Many organizations like yours have had great success in finding donkey sponsors!

Finally, charging riders to play. This is being done at Donkey Baseball, Donkey Races and Donkey Basketball games. You could charge individuals \$50 to \$100 to play. If you have four teams of twelve Donkey Jockeys each, you could make from \$1,200 to \$4,800.

The bare minimum that you could make from our ASR Program following these suggested price ranges is \$5,700 for two teams and \$13,400 for four teams. You have the potential to make as much as \$18,800 if you have four teams and you charge the suggested maximum for each type of fee! Depending on your organization's financial goals, you could charge just enough to pay for our fee, or you could make **HUGE PROFITS** before you even sell the first ticket! As always, you can change the prices to fit your needs.

	Team Sponsorships (\$ charged/team) \$500 or \$1,500		4 Inning Sponsorships (\$ charged/inning) \$250 or \$750		Donkey Sponsorships (\$ charged/donkey) 10 donkeys per event \$250 or \$500		Player Fees (\$ charged/player) \$50 or \$100		Total Sponsorships & Fees = Beaucoup \$\$\$	
Two Teams (24 riders)	\$1,000	\$3,000	\$1,000	\$3,000	\$2,500	\$5,000	\$1,200	\$2,400	\$5,700	\$13,400
Four Teams (48 riders)	\$2,000	\$6,000					\$2,400	\$4,800	\$7,900	\$18,800

Ticket Sales:

Our suggested ticket prices are normally \$8 in advance and \$10 at the gate (preschool free). However, you may price the tickets however you like when booking our event on a flat fee contract. If you sell even 330 advance tickets at our normal minimum of \$8 each, then you will have made \$2,640 in ticket sales alone and already have broken into the profits zone!

Concessions:

Concessions are always a hit at these types of events, and you will keep all your concessions proceeds. Some of our sponsors have reported making over \$1,000 - \$2,000 on their concession's sells efforts.

Of course, there are many other options, some of which are mentioned on pages 1 & 2 of this Donkey Baseball Information Packet.

For further questions please feel free to contact us via our toll-free number or e-mail and visit our website to find more information about our company. Thank you for your interest in our show and we look forward to working with your organization!