

ICC- Red Frog Events
Mentor: Peter Kaufman



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Introduction

Warrior Dash- What is it?

- ☐ 5k and Festival
- ☐ Started in 2009
- ☐ Family Friendly
- ☐ \$14 Million raised for St. Jude

**DO SOMETHING DIFFERENT
WITH YOUR WEEKEND!**





Our Challenge

- We were challenged with developing multiple new ideas for Red Frog Events to increase revenue at their Warrior Dash Events.
- Our other challenge was to create modified obstacle courses for both their main course and their Kids Training Grounds.



Our Challenge

Revenue Increase Ideas

- ☐ Advertising
- ☐ Gopro Rentals
- ☐ Sponsorships
- ☐ Event Renewal
- ☐ Festival Games
- ☐ Food vendors

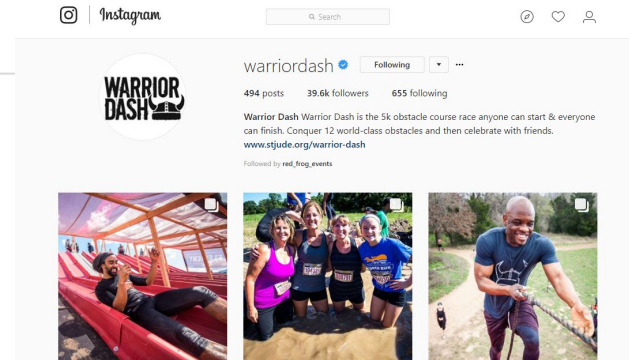
Obstacle Courses

- Main Course Obstacles
- Kids Training Ground



Advertising

- ❑ Promotional Video highlighting St. Jude partnership.
- ❑ Instagram story
 - ❑ ~40 K followers
- ❑ Develop a college rep program
 - ❑ Amazon Student Ambassador, Redbull
- ❑ Promote Warrior Dash at other Red Frog events
 - ❑ And offer repeat customers a free Go Pro rental at race





GoPro Rentals

- ❑ Common at: marathons, extreme sports, concerts, and memorable events
- ❑ How: Purchase GoPro's (\$1,400)
 - a. Rent
 - b. Return
 - c. Burn
- ❑ 20 cameras x \$30/rental x 3 waves = **\$1,800**
- ❑ Bonus: User generated advertising





Sponsorships

- ❑ Company sponsored obstacles
 - ❑ Vinyl banner or wood cutout
- ❑ Increase revenue
 - ❑ Sponsorship fee and more ticket sales
- ❑ Increase awareness
 - ❑ Company promotion
- ❑ Minimum extra work

Examples

- KIND Bar
- PE Nation
- Bodyarmor





Event Renewal

- ❑ Through on-site registration.
- ❑ One of the key strategies to harness the post race excitement .
- ❑ The plan involves having people work with iPads along the beer lines, bag-drop tents and around festival area.





Keeping Contestants Around

Keeping contestants after their race

- ☐ The longer people stay, the more revenue
- ☐ Double down on crowd engagement
- ☐ These are people that just finished a RACE they love to compete



Some of our ideas:

- ☐ Kan Jam
- ☐ Planking contest
- ☐ Crowd scavenger hunt
- ☐ Volleyball





Food Vendors

Make it Local!

- ☐ Food trucks
- ☐ Restaurants

Mobile Food Vendors

- ☐ Grab-and-go options
- ☐ Square Card





Part 2: Obstacles

Obstacle Requirements

- ☐ Safety
- ☐ Creativity
- ☐ Ease of Construction
- ☐ Ease of Transportation

Issues we came across

- ☐ Portability
- ☐ Construction
- ☐ Shipping Expense



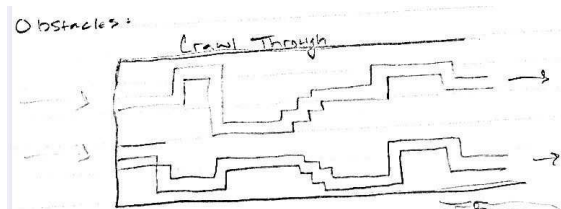


Part 2: Obstacles

Found success in obstacles similar to already established obstacles

- ❑ Mud Mounds vs Mud Maze
- ❑ Down to Earth vs Bear Crawl
- ❑ Stuck to the elements theme

“Many of our new obstacle ideas every year are tweaks to old obstacles, giving us a way to present established favorites in a new light and these fit in to that category perfectly.”





Non Race - Kids Training Grounds

- ❑ One of Red Frogs goals is to be a family friendly event. They have provided a Kids Zone, so that parents can still race and eliminate the worry of bringing their kids
- ❑ Non Babysitting - Sign up kids before race with waiver
- ❑ Our job was to come up with fun and new obstacles for the kids zone in order for the kids to feel like they're apart of the races too



<https://www.bing.com/images>



Kids Obstacle Ideas

☐ Competitive races

☐ Army Mud Crawl

☐ Wall Vault

☐ Mudslide

☐ Balance Beam

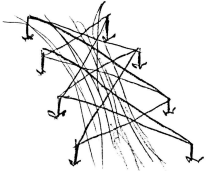
☐ Mini Glider



Obstacles Considered For Future

Army Mud Crawl

Kids Course mud



- Mud under obstacle
- Rubber cords staked into ground
- Kids crawl under obstacle

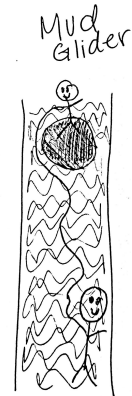
Wall Vault



Balance Beam



Mud Glider





Red Frog's Feedback

Obstacles they enjoyed

- ☐ Army Mud Crawl
- ☐ Wall Vault
- ☐ Balance Beam
- ☐ Competitive Races

☐ Mini Glider

- ☐ RF loved the idea but thought it involved too many small pieces to transport

☐ Our Revised Idea

- ☐ Provide a surface that glides on a mud path pulled by a rope attachment



Wrap up

**Thank you
Red Frog!**





Social Media Page



<https://www.facebook.com/WarriorDash/>



<https://www.instagram.com/warriordash/>



www.twitter.com/WarriorDash