



# **OUT ATHLETICS**

**HOSTING AN OUTWOD FAQS**



## HOSTING FAQs (Part One)

*What does OUTAthletics fund?*

OUTAthletics is a fundraising platform for **OUTAthlete**. The OUT Foundation awards scholarships to LGBTQ+ young adults to fund a year long gym membership. We work closely with the scholarship recipients, providing weekly goal coaching, nutrition counseling, 3 months of healthy meals, apparel and footwear to set the athletes up for success.

The cost of supporting 1 athlete is \$5000 – so our grassroots fundraisers are a huge part of how we facilitate our programs and mission.

*How much does it cost to attend an OUTAthletics workout?*

Registration is typically anywhere from \$25-35. Each registrant is also sent a link to share with their networks to help fundraise for the event. Our goal for each event is to raise at least \$1000 inclusive of registration. *For instance, if you have 50 athletes register at a \$30 registration – you will have raised \$1500.*



## **HOSTING FAQs (Part Two)**

*How long is a typical OUTAthletics fundraiser?*

From doors open to event end, we like to plan for a solid 2 hours of event time.

*Is there a cost to host an OUTAthletics fundraiser?*

Nope! There is no cost to the host gym.



## HOSTING FAQs (Part Three)

*What does the host facility receive?*

*Tax Deductible Donation:* A \$2000 Donation In-Kind Receipt for use of facility and staffing.

*Promotion:* OUTAthletics has a vast audience that reaches across the U.S. and into 5 different countries.

Every host facility is promoted:

- via our online social media channels
- in press releases sent to local media
- via email to our extensive email database.

*Imagery:* OUTAthletics edits and provides all event images to the host facility and posts them on Facebook for download.

*Email List:* After the event, OUTAthletics will provide all registrant contact information for follow-up and promotion.

*Access to a demographic typically underserved in the fitness community:* OUTAthletics prides itself on creating an inclusive environment for athletes of all skill level. We typically see our host facility gain 4-5 members as a result of hosting an event.



## HOSTING FAQs (Part Four)

*What is required of the host facility?*

*Promotion.* OUTAthletics creates multiple professional, shareable graphics for each event and the host facility should post these graphics on social channels and in print.

*Photographer.* We ask the host facility to have someone document the event. The photos will come in handy for one of the benefits below.

*Staff.* We suggest having at least 2 staff to run the workout (as needed) as well as 2-3 administrative support to help with check-in, day-of sign ups, and more.

*Who makes up the workout / instructs?*

OUTAthletics works closely with the host facility on programming for the workout (if CrossFit/Functional Fitness) and flow of the event. Host facility instructors facilitate the workout with the assistance of onsite host gym staff.