

**Popcorn Standoff**  
**Event Profile**

<b>Background:</b>	The theater in Merriam has been conducting a Popcorn Standoff in conjunction with promoting the Polar Bear Plunge for several years. This year, we will hold the event as a stand-alone event in March at the Merriam theater. The Cinemark Theater has generously donated the price of every large bag of popcorn sold. In February of 2007, \$2,153.00 was raised at the event. The theater donated proceeds from all popcorn sales.
<b>Goal/Objective:</b>	LETR fundraiser benefiting Special Olympics athletes. Set your fundraising goal.
<b>Target Audience:</b>	All moviegoers!
<b>Organizing Committee:</b>	LETR agency working in conjunction with SOKS/LETR staff.
<b>Location:</b> <b>Date:</b> <b>Times:</b>	Location, date and time to be determined by organizing committee in conjunction with Theater management.
<b>Admission:</b>	n/a
<b>Fundraising:</b>	Proceeds of popcorn sales
<b>Parking:</b>	n/a
<b>Set-up:</b>	Make contact with your local theater management to get approval to conduct the event. Secure volunteers to work the popcorn concession area and pop the corn! Promote the event via all media and inform the LETR staff of the location, date, times and details of the event. LETR staff can make fliers for you to post at the theater and in your community and will send out press releases promoting the event.
<b>Security:</b>	Provided by theater
<b>Activities:</b>	n/a
<b>Entertainment:</b>	n/a
<b>Food &amp; Beverages:</b>	Provided by theater
<b>Souvenirs:</b>	n/a
<b>Volunteer Needs:</b>	Depends on size of theater – 4-6 workers per shift
<b>Program:</b>	n/a
<b>Medical:</b>	n/a
<b>Promotion / Public Relations:</b>	Promote in all resources available – website, SOKS e-news, local newspapers, local radio stations, press releases, etc.
<b>Partners/Sponsors:</b>	Your local theater and local media
<b>Decorations &amp; Banners:</b>	LETR Banner
<b>Other items needed:</b>	Wear uniforms if allowed or wear LETR shirt, volunteer check in sheets, complete a special event form following event. Invite local special Olympics athletes to attend.
<b>Contacts:</b>	Theater Management, committee members, LETR Staff
<b>Evaluation:</b>	