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SpMgt 489

**Introduction**

Our event is Hoops for Heroes. It will consist of a Hoop-a-Thon and several competitions. Three hoops will be dedicated to the Hoop-a-Thon, where participants will shoot from different spots on the floor for specified time limit. There made shots will be tallied and recorded so the sponsors will know how many shots were made at their hoop. Local businesses will have the opportunity to sponsor a hoop and help to raise money for Marines on the Palouse. Two more hoops will be dedicated to our shooting competitions. One hoop will be for a free throw shooting competition, and the other will be for a three point shooting contest. Each contest will have a required number of made shots to be entered into a raffle for a chance to win prizes. We chose this event because our group has close ties with athletics and people who enjoy competition. There is a strong background of basketball in our group and we believe from prior experience there is much success from hoop-a-thon and related activities. We chose to partner with Marines of the Palouse, who donate their money to the Wounded Warrior Project, because it is a well-known and supported foundation in the region and we have great respect for the men and women that serve our country. Also, we wish to collect used shoes to donate to Playing 4 Kicks who give the shoes to children in the Philippines. Throughout the WSU Athletics Department we are collecting old tennis shoes to donate to this charity. The shoes either get recycled and turned into tracks or other playing surfaces, or donated to children in need.

**Stakeholders**

The stakeholders are the Marines of the Palouse, our sponsors, participants, and UREC (providing the facility). The environmental impact is supporting a local charity that supports our local and national heroes. The event is environmentally friendly because it brings people together as a community in a wholesome atmosphere that raises awareness for our cause. The economic impact benefits the foundation that helps men and women of service get back on their feet and gives shoes to less fortunate children. The other stakeholders for our event would be our target market which is college age young adults ages 18-22.

**Goal**

Our goal is to make twenty five hundred dollars. We also wish to raise awareness and provide the community with the opportunity to come together and bond.

**Objectives**

Our objectives are to get a minimum of 50 participants and find sponsors who will contribute to the Marines of the Palouse by providing a flat or per shot donation for the participant shooting hoops in the hoop-a-thon. Also, we will collect old tennis shoes by placing donation boxes in the athletic department for the varsity-sponsored teams to donate old shoes for Playing 4 Kicks, which will contribute to our goal.