



**Kuskokwim Ice Classic -- Bethel Community Services Foundation**

**2020 Ticket Sales/Beneficiary Group Application**

The 2020 Kuskokwim Ice Classic is providing an opportunity for both youth-serving and other nonprofit groups in Bethel and in Y-K Delta area villages to sell tickets for this year's Ice Classic event. Groups selected to participate AND which sell the minimum number of required tickets will receive a portion of the Ice Classic earnings. Only groups that sell the required number of tickets will be considered "beneficiary groups" which will receive funds from the Ice Classic. An explanation of this distribution formula is on page 3. **The deadline for groups to apply to sell tickets is Friday, February 21 at 5 pm.** Groups will be selected by early March.

**ELIGIBILITY REQUIREMENTS**

- ✓ Your group's primary goal must be to provide activities for youth or other activities that benefit your community.
- ✓ You must name 2 adults who can be a primary and secondary point of contact between February and May. One of the adults must be able to attend a ticket sales strategy planning meeting. We will have tickets available for groups in March. There will be minimal sales through March & the bulk of sales will occur in April. Availability in April is essential.
- ✓ Bethel-based groups must sell a minimum of 100 books of tickets (one book contains 5 tickets). Village-based groups must sell a minimum of 50 books of tickets\* (*village groups: see page 3*). Groups that sell the required minimum number of tickets will receive a portion of the Ice Classic revenue (see page 3 for distribution formula explanation).

Answer all questions in 3 pages. Please type if possible.

**1. APPLICANT INFORMATION**

Group Name: \_\_\_\_\_

Is This Group part of a Larger/Umbrella Organization?      Yes \_\_\_\_\_      No \_\_\_\_\_

If yes, what is the Umbrella Organization? \_\_\_\_\_

Is your Group or Umbrella Organization Tax Exempt?:      Yes \_\_\_\_\_      No \_\_\_\_\_

EIN/Tax ID No. \_\_\_\_\_ (if your group has established a number)

Mailing Address: \_\_\_\_\_ Physical Address: \_\_\_\_\_ (if applicable)

Community: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name of Person Completing Application: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

2. DESCRIPTION OF ACTIVITIES

(Please provide an overview of your group. Include the types of activities you provide, how many people typically participate in an activity and/or who benefits from your activities, and estimate the # served each year)

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3. IMPACT (Please describe briefly how your group makes a positive impact in your community)

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4. USE OF FUNDS

(Please describe how your group might use funds received from its ticket sales effort)

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5. SALES PLAN

(Please describe how your group might approach strategies for selling tickets)

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6. OTHER COMMENTS

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7. TWO ADULT POINTS OF CONTACT

(At least one of the adults must be available between February and May, must be willing to attend at least one planning meeting in person or telephonically. March & April will be higher-volume communication & ticket sales times and availability those weeks is critical)

A. Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Physical Address: \_\_\_\_\_  
Community & Zip: \_\_\_\_\_  
Contact Number: \_\_\_\_\_  
Email: \_\_\_\_\_

B. Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Physical Address: \_\_\_\_\_  
Community & Zip: \_\_\_\_\_  
Contact Number: \_\_\_\_\_  
Email: \_\_\_\_\_

8. APPLICANT DETAILS

APPLICATION PREPARED BY (print): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**\*Village-Based Groups Only- Minimum Ticket Sales Requirement:** If you are concerned that selling 50 books of tickets is not achievable in your community because of the population size, please write here how many books you feel you could sell: \_\_\_\_\_

**\*Bethel-Based Groups Only:** When we create the in-store sales calendars, it is our expectation that you will be at the sales tables at the exact times you sign up for- consistency and visibility is key to building ticket sales success. If you can't make it or are running late, you will need to work with the Ice Classic Manager to ensure there is coverage at the table. Groups that are consistently late or not present during assigned times will have their future time slots re-assigned to groups that are able to maintain the schedule.

**Distribution Formula:** Groups that sell the required minimum number of tickets will receive the equivalent of 50% of their sales at the end of the Ice Classic. For example, if a group sold 150 books of tickets which equals \$3,000 in sales, that group would receive a \$1,500 contribution from the Kuskokwim Ice Classic.

**Completed Applications:**

Completed applications may be scanned and emailed to [michelle@bcfoundation.org](mailto:michelle@bcfoundation.org), faxed to 907-543-1826 or mailed to BCSF at PO Box 2189; Bethel, AK 99559.

**Mailed, faxed or emailed applications must ALL be received by 5 pm on February 21 for consideration by the Ice Classic Committee- if you are mailing your application in, please mail your application early so it is received by that date. We recommend that if you fax an application, that you call the office at 907-543-1812 or email [michelle@bcfoundation.org](mailto:michelle@bcfoundation.org) to make sure it was received.**

*The Kuskokwim Ice Classic committee will select groups by early March. If one or more of the selected groups is not performing as expected during the Ice Classic season, the Committee reserves the right to select an alternate group or groups to participate. Reminder: Bethel-based groups must sell a minimum of 100 books of tickets (one book contains 5 tickets). Village-based groups must sell a minimum of 50 books of tickets OR, due to the different sizes of populations in villages, specify an alternative sales goal for the committee to consider in their application.*