

Eugene King Pong Report:

Event producer: Eugene Tech, CodeChops, Mark Davis with a crew of volunteers

Event title: King Pong, Large Scale Interactive Art Experience

When and Where: Last Tuesday of June, July, August and September, Kesey Square

Budget Summary:

Income: \$6880.00	\$1880 from downtown fund \$5000 from sponsors
Expenses: \$7,546.39	\$2000 prop building \$2625 artists \$150 admin \$1800 equipment rental \$971.39 parts

Copies of marketing and press materials/clippings: Story featured on

- [KLCC, NPR affiliate Story](#) about June event, with interviews by Tiffany Eckert
- [94.5 Mix Fm by Mary Reilly](#) - several spots on live show, and one hour taped interview on Sunday morning community spotlight for June and July
- [Eugene Register Guard](#) story about July King Pong event
- [King Pong Facebook page here.](#) including summary video on home page

Brief description of the events:

1. 7:00 p.m. - A group of between 6-15 volunteers show up around to set up the giant game, put out t-shirts and buttons for sale, and set up the STEM/STEAM activities, if available.
2. 8:00 p.m. - Live music starts. Participants from the general public start signing up for their turn to play, in teams of 2. We can accomodate usually 20-25 rounds of play (50 people) and always have enough to start a waiting list after that.
3. 8:30 p.m. - The MC directs the crowd in chants and banter. Music still plays.
4. 9:00 p.m. or at sunset - Game play starts when it gets dark so everyone can see the screen. Teams of two put on costumes and play their three minute game. When they're finished, the winner is announced and the crowd cheers. The pair of players get their

picture taken with a giant trophy (which they leave for the next team.) The winner of their round gets a t-shirt. Then the next team starts.

5. 10:00 p.m. King Pong ends and crew breaks down and cleans up Keasey Square.

Data:

Events

There were 4 events total, the last Tuesdays of June, July, August, & September.

Attendees

Total engaged on the square = between 100-200 each night. More in June than July, although we think the extreme heat may have contributed to lower attendance in July.

Participants

About 50 people played each time - 24-26 teams of two people playing from 9:00 - 10:00 p.m.

Vendors (and who, i.e. food trucks) -

Eugene Tech sold KING PONG shirts. They also operated a student led button stand where people could make a piece of KING PONG flair. They could buy one for \$1 or make one for free. Lane STEM was there in June running activities with kids. Voodoo donuts brought free samples by both nights but that was seen as a gift to volunteers, it wasn't requested. We had them do some donuts as prizes for the August event. September's event had Escape Artist NW as a vendor. They offered free 20 minute escape room excursions beginning at 6:30 and running until 9. No food trucks stayed open.

Partners/Sponsors

(3 Partners) Eugene Areas Game Developers, Deforest Ink, Integrated Arts. **(5 Sponsors)** City of Eugene Parking, CBT Nuggets, XS Media, Concentric Sky, Pipeworks.