**8th Mile Event Plan**

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1. Tech Charades Companies –
   1. Reynolds – The pen the world prefers
   2. McDonald’s – I’m lovin’ it
   3. Nike – Just Do It
   4. Loreal Paris – Because you’re worth it
   5. **m & m cholcolate candies – Melts in your mouth, not in your hands**
   6. KFC – It’s finger lickin good
   7. **Canon EOS – See what u mean**
   8. Nokia – Connecting people
   9. Sony – make.believe
   10. **EA Games – Challenge Everything**
   11. **EA Sports – Its in the game**
2. Event Name – The Holy Trinity
   1. Tech Charades
   2. Treasure !
   3. Can.You.Sell ??? !!!
3. Zeroth Event
   1. How many Gol Gappas in 10 seconds ?
   2. Minute to win it
4. Wristbands

Not my forte. However, try having two, maybe three differently priced products, with incentives for the costlier ones, like a guided tour for best events by a volunteer, stuff like that.

1. 2nd Event Stuff
   1. Disposable paper cups
   2. Plastic Sheet ( 1 foot by 1 foot )
   3. Coconut shells
   4. Banana leaves

Or, a combination of various stuff, participant gets to choose.

1. Budget Plan
   1. Capital Required
      1. Fundraising badges – Rs. 2000
      2. Raw material for 2nd event – 50 teams x Rs. 100 - Rs. 5000
      3. Prizes : Winner – Rs. 7500

Runner Up – Rs. 2500

* + 1. Treasure for hunt – Rs. 500
    2. Registration, other general costs – Rs. 1000
  1. Projected Income Flow
     1. Registration fee – Rs. 150/team \* 100 teams – Rs. 15000
     2. Income from sale of badges – Rs. 4000 ( using differently priced merchandise )

Net Expenditure : 18500 – 19000 : - Rs. 500

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