



# IRONCLAD BASE BALL FESTIVAL

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Honest Jon Van Hoek, Monitor Base Ball Club  
of Chelsea, MI

**Intervention also funding in:**

- Year 1:
- Year 2:
- Year 3:

**Amount Requested:**

\$1,500

**Type of intervention:**

- Behavior
- Policy
- System
- Infrastructure

# Ironclad Base Ball Festival

## Brief Description

- The Ironclad Vintage Base Ball Festival is a one day celebration of base ball played under 1860s rules. The festival will incorporate at least twelve and possibly 14 mens & ladies clubs from around Michigan and Ohio, who will put on an exhibition for attendees.
- The festival will include kids games and informal hands-on work shops, a small Farmers Market and a performance by the Chelsea House Orchestra. The Monitors are requesting \$1500 to be used for marketing, additional equipment for the game and shade tents for attendees.
- The festival will be attended by fans of all ages. Past matches have drawn a great deal of interest from older adults and from families with younger children.

## Link to Coalition's 1 & 5 year plans

Connecting to friends and family wellness activities and promoting exercise and community.

## List all the goals of the intervention

1. To provide a family friendly event that promotes Base Ball and outdoor exercise as a means of recreation and physical activity for all ages. Our goal is to host an event that draws 150-200 community members.

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	to host an event that draws 150-200 community members, in addition to the approximately 200 players and fans affiliated with the visiting clubs
How success will be measured	The primary means of measurement will have to estimated attendance. As the event will be free of charge and open to the whole public, we will work hard to gather crowd estimates throughout the day. Members of the Monitors/Merrimacks and volunteers will assist in this task.
Describe what data will be collected and who will collect it	Attendance will be collected by members of the Chelsea clubs. Participation will also be tracked in the kids games and if possible – the farmers market area.
Why do you think the goal is achievable?	The Monitors & Merries have been an activity that a good size chunk of this community has rallied behind, that continues to grow every year through word-of-mouth.
Is the timeline achievable	Yes

## Units of Engagement

- 200 local individuals x 90 minutes x one event = 300
- individuals from Dexter and surrounding communities involved in the game= 960

## Key Evaluation Data

- Units of Engagement
- Attendance and participant in the kids areas and farmers market

# Responsible Parties & Organizations

- Members of the Monitors/Merrimacks are responsible for meal preparation for the teams. (For the opposing clubs, meals will likely be pre-prepared by Monitors/Merrimacks, sack lunches essentially, to expedite the lunch break.) We will also be working to have several food/beverage vendors on site at the Festival, to afford spectators a chance to purchase refreshments—however, there will be NO entrance fee to the Festival itself, nor expectation/obligation to make any purchases.
- Members of the Monitors & the Chelsea House Orchestra are responsible for the concert
- The Monitors and Stephanie Willette will be responsible responsible for Farmers Market Coordination
- Members of the Monitors/Merrimacks & volunteers are responsible for tracking attendance

What organization are involved:

Yes. The intervention required the approval of Chelsea School District for usage of the fields and the approval of Chelsea House Orchestra for the free concert. All organizations have agreed to participate.

The Farmers Market idea has been pitched and the details are still be explored.

# Marketing Plan

- Be sure to include the 5H logo in marketing material (find it on Wiggio or email Shawn Personke)
- Shawn will help you with “how to” add to the Facebook and Twitter Pages
- Email [matt@5healthytowns.org](mailto:matt@5healthytowns.org) to get events on [www.5healthytowns.org](http://www.5healthytowns.org)
- MARKETING PLAN is:
  - ❑ Social media (facebook, twitter)
  - ❑ Event listing on 5H website
  - ❑ Local newspapers (print and online)
  - ❑ Chelsea Update
  - ❑ Collaborating organizations to also promote event
  - ❑ Signs inside restaurants and organizations around the community

# Proposed Budget (Total Budget = \$3,180)

## How \$1,500 funds from CWF will be used

Additional Equipment - \$300  
Field Rental - \$330  
Publicity & Handouts - \$200  
Kids Games - \$150  
Festival Favor - \$20  
Shade Tents – 500

## Additional Funds from Fundraising and existing funds

- Meals for teams - \$1000
- Festival Favors - \$120
- Field Rental - \$250
- Restroom facilities - \$300

## What programs did you use as a model for this intervention?

- Current models for Base Ball Tournaments and games served as the model for this event.

Has a similar intervention been done in another 5H Community?

No .

Have you communicated with leaders of similar coalitions in other 5H towns?

no other similar programs