



THE OK CLASSIC

SOFTBALL TOURNAMENT

The 2019 OK Classic will take place on Saturday, September 28th. The event will run from 7:30am (first pitch) until 9:00pm (championship game). All games and festival will take place at the Forest Park Softball Fields located at 7501 Harrison Street, Forest Park. In addition to the tournament, the event will feature delicious food offerings, craft beer from local beverage partners, social tent with a full slate of college football games and an awesome kids' activity area.

EVENT MARKETING:

Dedicated Event Website: [CLICK HERE](#)

+4,500 hits/month

+10,000 hits in August/September

OK website 16,158 users/1,951 sessions per month

Event promotion on OK's social media outlets

Facebook 3,676 followers

Instagram & Twitter 3,000+ followers

3 pre-event e-blasts: 3,500+ members/blast

EVENT PROCEEDS:

All proceeds directly benefit the mission of OK

95% of mission support is derived from private donors and business supporters

\$1,000 contribution funds two months of Life Shop day program for 1 Warrior participant

Events contribute 45% of operating income

OK Classic proceeds accounted for 1/3 of total funding for the Life Shop program

2018 OK CLASSIC STATS:

300+ players

1000+ donors

\$100,000 net proceeds in support of OK mission

INFORMATION:

Team registration is FULL

Social media event promotion begins August 1st

Deadline for sponsor logo submission September 20th

Questions: Contact Renee Rotatori @ 312.399.1892

or renee@opportunityknocksnow.org

