The Symphony Guild of Charlotte

BEAT BEETHOVEN
VIRTUAL 5K RACE

Held on November 6 – 8, 2020
Run/Walk Anytime and Anywhere

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Orchestra Size: Group 5
MSA Population: 2,380,000
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Project Description: The "2020 Beat Beethoven Virtual 5K Race", built around Beethoven's Seventh Symphony, was the highlight of COVID fundraising efforts for The Symphony Guild of Charlotte ("SGC"). The event, held the same weekend the Charlotte Symphony Orchestra was scheduled to perform this piece live, challenged participants to race against the 38-minute Beethoven Symphony. The runners picked the time and place of their run and recorded times on a free running app called Strava. The 2020 Beat Beethoven 5K Virtual Race featured a t-shirt, running medal, and swag bag. During the weekend of the event, SGC used social media to engage our participants and CSO fans by posting pictures and race results. Prior to the event, the SGC held on-line trivia contests, mini raffles and even worked with a brewery who donated profits to our cause. This, along with advertising help from the CSO and a local classical radio station, helped to get the word out. The Beethoven 5K went from planning to execution in only ten weeks.

Project Goals:
- Help fill in fundraising gap caused by cancelling live events.
- Social-distanced, low cost to host and easy to organize!
- Engage a new demographic.
- Identify new sponsors.

Financials:	Amounts:	Details:
Revenue	$12,117	225 participants and 9 sponsors
Expenses:	$2,034	T-shirts, lanyards, postage, swag bags
Profits:	$10,083	83% profit on a quick fundraiser with minimal in-person efforts, low overhead
In-Kind Contributions:	$3,525	Finisher medals, and awards, advertising, prizes, and participant goodies/incentives

Collaborations/Partnerships: Worked with local companies, entrepreneurs, performing arts organizations to secure tickets, goods, and services.

Volunteers: 1 Chair, 5 Fundraising Committee members for set-up, 4 volunteers for distribution of packets

Project Timeline:

Ten Weeks to Race Day

Weeks 1-2 Determine Race Details

   Volunteers – 6 – most a day or two at distribution events

   Social Media Person – **Critical**!

   A great T-shirt design was key

   Custom medals helped make it feel more "official"

   Charged $35 per person, $25 for CSO musicians, music teachers and students

   Sponsorships $100 up to $600

   Prizes for top fundraisers

Week 3 Set-up Registration

   SGC website for registration and sponsorships

   Identify the music and how people will access – make sure no commercial interruption!

   Race set-up on Strava.com – free sign-up, practice tracking, official time on event day

Week 4-9 Promoting

   Promotional emails sent directly by CSO

   Classical radio station – free advertising and swag bag goodies

   Social media, website, and membership email lists

   It's virtual – anyone, anywhere in the world can take part – had a racer from Germany!

   Weekly trivia contests and a sign-up event at a local brewery

Race Weekend

   Pictures, Pictures, Pictures

   Social media posts all weekend with race times and other fun facts

   Announce all winners that evening!

   Mail out prizes and send thank you emails to all participants and sponsors

   Send survey for feedback

Lessons Learned

   Communicate clearly – ALL levels of ability are welcome

   RUNNING IS OPTIONAL

   Don't offer too many registration choices

   Limit number of drop-off locations

   Communicate prices for mailing

   Have volunteers on-hand to deliver exchanges for wrong sizes, etc.