

2004 Zonta Adventure Rally – June 20, 2004

Final Report

Issued Sept 6, 2004

The **First Annual Zonta Club of Oakville Adventure Rally** was held on Father's Day, June 20th, 2004 in Oakville and **was a great success !**

Rally planning began in Sept 2003 with monthly meetings and approx. 250 hours of volunteer time to plan and execute the rally. We had a committee of 4 consisting of Donna Kirichenko, Joanne Watson, Barb Mayhew & Jan Clegg (potential Zontian) who planned all aspects of the event from sponsorships, prizes and course design to the big event of running the rally itself. The committee as well as 6 other volunteers (Terry Kirichenko & Meluba, Eric Watson, Tim Mahoney, Faye Schlect and Claire Wallace) were marshal's during the rally to direct the participants and keep them on track. Our volunteers did a terrific job before and on rally day.

Our title sponsor was Budds' Subaru auto dealership. Budds' were very supportive and helpful in our planning. Pit Stop sponsors were Skid Control School & McDonald's and our Food/Finish sponsor was Kelsey's Restaurant. These sponsors also helped out with advertising, course review and overall support with any help we needed. Sponsor packages were priced very low to encourage participation in our first year. Our sponsors were quite happy with the advertising and publicity the event brought to their business. We advertised on the web, radio, TV and twice in the Oakville Today paper. We focused on car and travel related sponsors and prizes and it gave the rally a real theme feel to it. We also had press coverage on the day from 2 local papers – Oakville Beaver and Oakville Today.

The rally was a fun event and success for everyone. Rallyers were challenged to navigate through some very unusual directions and maps to find answers to questions and collect scavenger items. Several car participants were dressed in themed clothing as well – our spirit winners were dressed in a Hairspray theme and had fabulous 50's outfits. We had rallyers as young as 5 and as old as 81, including 2 people from California !

There were 17 cars dispatched from the starting line to 4 different locations to begin their first of 4 legs of the rally. Only 2 cars got lost, both because of misreading the directions, but we got them back on track with directions from the marshals. First place went to the entry from the title sponsor, Budds' Subaru – in their WRX rally vehicle, they really looked the part too. Second and third place vehicles came in just a few minutes and points behind first. The prize table had an impressive amount of prizes and everyone got a prize in the end.

Upon final tally **the rally raised a total of \$5104.26 !** Revenues were \$6926 and expenses were \$1821. Raising over \$5,000 in our first year is a significant accomplishment since no-one had heard of this event before and no-one had any rally experience before. Costs were kept very low with hard work and donations from Zonta members and supporters, as well as Oakville community members and businesses.

Overall the rally was a fabulous successsee you on the course next year !

Barb Mayhew
Rally Chairperson