



Kiwanis®

Kiwanis Club of Alamosa
PO Box 1355
Alamosa, CO 81101
719-589-6396

2/25/17

Alamosa Kiwanis Club Signature Project Contest Submittal

Youth Costume Contest and Character Meet and Greet

For the past four years, the Kiwanis Club of Alamosa has hosted a unique youth costume contest and festival-themed character “meet and greet” as part of the Annual Rio Frio Ice Festival in Downtown Alamosa, Colorado. Hundreds of kids of the last four years have participated in either activity or both in this annual project. Kids are not charged for participation in either activity, in fact, a small prize is awarded to every contest contestant and a free cookie is given to every meet and greet attendee. One only needs to look at the kids’ smiles in the photos of past events to get a taste of the magic this project has given youth in our community. Often, Adams State University Circle K Club members served as the Characters, patiently meeting with at most several hundred children in our small community of approximately 9,000 residents. Disney’s Elsa and Anna, Moana and Maui, and Star Wars characters have been parodied to date; strengthening our ties with our strong service-learning clubs (Alamosa has a robust Builder’s Club, Key Club, and Circle K presence). Without getting into too many details, it’s important to note the contest, meet and greet, and festival itself are a welcome respite from the usual harsh winters here where temperatures are often below zero and incomes are significantly below the State of Colorado average.

Partnerships are a major component of this project. Besides the service clubs, private businesses such as the the Nestle Toll House Café by Chip provide the space and cookies. The City of Alamosa contributes contest prizes and in-kind chairs and tables for the event. Being part of a major community festival means the local Chamber of Commerce and Convention and Visitor’s Bureau also indirectly market the event and the Kiwanis Brand through festival marketing materials. The Kiwanis name is even listed on the official Rio Frio Ice Festival event poster. By collaborating with the major community organizations, the Club is receiving major value-added exposure and marketing. Approximately 1500 people attend the festival itself with marketing materials distributed throughout the State of Colorado and into New Mexico. A partnership with a regional Star Wars club in 2016, led to movie-set quality characters at the meet and greet, and, a lively downtown during the festival. A special photo set is created each year at the Toll House Café complete with theme components and a prominent Kiwanis banner, emphasizing the theme, Club, and brand.

This project has proved to be a unique, fun, and effective method of both increasing our Club’s profile in the community and enhancing a child’s innocent imagination. Superheroes, fairytale characters, and the power to dream are all meshed into one fun afternoon. Simultaneously, service learning Club leaders have exemplified extraordinary service. Raising money and providing scholarships are some of the Club’s traditional activities and while certainly worthy; what makes our signature project so special is the creation of uninhibited joy inherent to children who still allow themselves to blur the lines between fantasy and reality. Please see the attached photos to get a feel for our project and thank you for your efforts and consideration of our signature project.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andy Rice'.

Andy Rice
President
Kiwanis Club of Alamosa
arice@ci.alamosa.co.us (719) 587-25-29



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Kiwaniis Club of Alamosa
Presents

Costume Contest & Meet Moana & Maui

Saturday, January 28th
2:00pm-4:00pm

Nestle Toll House Café
San Juan Ave / Main Street

Registration for Costume Contest 1:30pm
Costume Contest 2:00pm
(Any Fantasy Theme, Contests for 17 and under & College students)
Meet & Greet 2:30pm-4:00pm

FREE COOKIE for the first 200 kids to come visit
Moana & Maui

  

College Level Prizes
in a Talented Party!
Kids Prizes Too!

Supplemental Information

Kiwanis Club of Alamosa Costume Contest and Meet and Greet

k. How many third-party news media hits resulted? How many social media shares were made?

Very hard to give a finite number; pictures and the Kiwanis name made the front page of the regional newspaper, the Valley Courier. Facebook promotion on the Club Facebook Page, official City Activities Facebook page and the Chamber of Commerce site generated hundreds of views. Caveat: Shouldn't any finite hit or share numbers be asked in per capita format otherwise larger communities have an advantage?

l. How does the project attract new members?

Families unfamiliar with Kiwanis are now learning about the Club and its mission through annual attendance at this event.

m. How many new members were gained through the project?

Around two, but impossible to say the project alone made them join.

n. What is the total cost of the project (if applicable)?

\$413.62

o. What is the per-member cost of the project (if applicable): Total cost divided by total membership number.

\$14.24

p. What are the total funds raised by the project (if applicable)?

N/A

q. What is the per-member amount of funds raised by the project (if applicable): Total profit divided by total membership number.

N/A

Here is some links to previous promotions and press coverage.

<http://www.riofrioice.com/new-page-2/>

<https://www.facebook.com/riofrioice/posts/1434974669886814>

<https://www.facebook.com/AlamosaCountyChamberOfCommerce/photos/a.335039396570388.79610.299798733427788/1331056013635383/?type=3&theater>

https://www.facebook.com/permalink.php?story_fbid=1861238580785654&id=1379541205622063

Thank you,

Andy Rice

Club President

Alamosa Kiwanis Club