

Cape Town Ultimate Strategy 2008

ultimate evolution



ultimate evolution

INTRODUCTION	3
WHAT IS THE GOAL OF ?	3
WHY IS NEEDED?	3
HOW DOES FIT INTO THE NATIONAL STRATEGY?	3
HOW CAN I HELP?	4
FINANCIAL	4
INCREASING LEAGUE FEES	4
INCREASING PLAYER BASE	5
MERCHANDISE	5
TOURNAMENTS	5
SPONSORSHIP	5
FOCUS AREAS	5
PRIMARY MARKET – EXISTING, PAYING PLAYERS	6
SECONDARY – NEW PLAYERS	7
SCHOOL’S LEAGUE	7
PICK UP AND BEGINNER’S LEAGUE	7
TERTIARY – MEDIA AND SPONSORS	7
HOW CAN I GET INVOLVED?	8



Introducing **Ultimate evolution**

Ultimate Evolution is our (Cape Town) Ultimate's growth strategy for the next two years! In future, all communicate relating to our strategy will be communicated under the "Ultimate Explosion" banner!

What is the goal of **Ultimate evolution ?**

The goal of Ultimate evolution is to have 50 league teams (including schools and University teams) playing within 2 years (Jan 2010).

Why is **Ultimate evolution needed?**

Ultimate is expanding at its fastest rate in South Africa at present. For instance, Lovelife is currently introducing thousands of children to Ultimate. Lovelife recently held its All-Star games on the 6th – 8th December where two and half thousand children played ultimate! The emphasis is on us to drive and direct this growth and momentum to ensure that Ultimate and Spirit of the game benefits

How does **Ultimate evolution fit into the national strategy?**

SAFDA recently held a workshop with Heart of Healing to craft a strategy for 2008. That process is ongoing, but this strategy is a result of that workshop. Cape Town is the one of the two main hubs of Ultimate in South Africa and we are perfectly positioned to begin this process right now! Cape Town Ultimate, as a subsidiary body of SAFDA, will continue to be aligned with the national direction and strategy.



How can I help?

While we are growing quickly, we are still small when to compare to other sports. One of our (many) differentiators from other sports is the passion of our players. It is crucial that as many players as possible get involved now to help ultimate grow and prosper – **many hands make light work!** There is a section at the end that details areas where you can get involved.

So look through and decide what your contribution is going to be!!

Financial

In order to grow ultimate and to reach our goal of 50 competitive teams, Cape Town Ultimate needs to financially self-sustainable. There are five ways through which money can be generated, namely...

- 1) Increasing league fees
- 2) Increasing player base
- 3) Selling merchandise (discs, stickers etc)
- 4) Tournaments
- 5) Sponsorship

Let's look at each of these streams individually.

Increasing League Fees

Currently Cape Town Ultimate is solvent but exists in a 'hand to mouth' fashion. All the league fees currently collected goes to pay for membership to Wynberg Sports club (which is fairly inexpensive). Our league fees are exactly half of Johannesburg's fees. If leagues fees are to be increased, then there needs to be a resulting increase in benefits provided for players by CPT Ultimate. These are described in the following section.



Increasing Player Base

Schools and Universities will be a main focus for the following two years. Cape Town is blessed with some incredible schools which provide a fantastic breeding ground for future Ultimate players. School leavers naturally feed into universities. Ultimate players who leave university will hopefully join the Cape Town club league.

Merchandise

The sale of discs (and possible other items) will provide an additional income stream.

Tournaments

Hosting of tournaments (quarterly hat, beach, nationals) will also prove an additional income and as well as provide a great platform for new and experienced players to play together.

Sponsorship

This is still being defined.

Focus areas

Three focus areas have been identified if Ultimate is to be expanded effectively namely...

- Primary: Existing players
- Secondary: New players
- Tertiary: Media and Sponsors



Primary Market – Existing, paying players

Our current players are the heart and soul of Ultimate. Without them, we would have no ultimate!

The services, to our existing players, will be expanded and improved in 2008 to include (together with the existing services):

- Guaranteed fields with lights
- Guaranteed 2 games per week (league and pickup)
- Discounted Fees to play in tournaments
- Discounts on discs
 - o R120 – membership price
 - o R150 – non membership price.
- Membership Card
 - o Investigating additional discounts at retail stores
- League Scores and Stats every Wednesday
- Blog site dedicated to Cape Town Ultimate
- SMS sent out if games are cancelled
- Playing schedule planned for the entire year
- Access to three National Tournaments (Nationals, Pre-Worlds and Rockober)
- Quarterly HAT tournaments
- Possible international Beach tournament (still being investigated)
- Affiliation to SAFDA and WFDF

Membership Fee for Cape Town Ultimate for 2008 will be as follows:

- R400 per annum OR
- R250 per 6 months



Student fees

- R320 per annum OR
- R175 per 6 months

Secondary – new players

As previously mentioned, Schools and Universities will be targeted as the main area of expansion to achieve our goal of 50 League teams.

Schools league will be the focus of 2008, while Universities league will be the focus of 2009.

School's league

Discussions are presently ongoing to the exact nature of the league. Watch this space very closely!!

Pick up and Beginner's league

There will also be new players who will want to play Ultimate. There are also some existing players who also enjoy to playing social, pick up games.

Pick up is an extremely important part of growing and enjoying

Tertiary – Media and Sponsors

Sponsors

CPT Ultimate has been contacted by several sponsors. The exact nature of the possible relationship(s) is still being discussed. Watch this space!

Media

There has been exceptional response from the media regarding Ultimate. This interaction can be further capitalized by proactively engaging the media i.e. two weeks before a tournie. It is essential that we get the ultimate word out there!



How can I get involved?

- Update the blog site
- Help with formation of School's league
- Coaching a school's team
- Help with the organizing of quarterly HAT tournaments
- Help with organizing of Nationals (end of March 2008)
- Thinking of further ways to improve sponsorship
- Help with media liaison (contact radio, newspapers etc) before tournaments

Once you've decided how you'd like to help and get involved in Ultimate Evolution2008, contact Brent at brentfd@gmail.com / 082 444 4493!

50 competitive ultimate teams in two years!

It's time for **Cape Town Ultimate**

to **evolve** to the next level!

Let's do it!

Ultimate evolution

