

# events

by: nations lending



## Case Study #: 002

**Event Name:** Sporting Clay Shootout

|                                 |  |
|---------------------------------|--|
| Name of LO/BM:                  | Nicholas "Nick" Wurzer   |
| Branch:                         | Green Bay, WI  |
| Date:                           | April 28   |
| Purpose:                        | Networking/Promoting Relationship  |
| Marketing Support / Collateral: | <ol style="list-style-type: none"> <li>1. RSVP LANDING PAGE</li> <li>2. EMAIL HEADER</li> <li>3. SOCIAL MEDIA GRAPHIC</li> <li>4. SMS INVITES</li> </ol> |

### Invites:

|                   |              |                    |             |
|-------------------|--------------|--------------------|-------------|
| Invites sent: N/A | Bounced: N/A | Confirmed RSVP: 59 | RSVP %: N/A |
|-------------------|--------------|--------------------|-------------|

### Attendance / Results:

|               |                   |                          |                  |
|---------------|-------------------|--------------------------|------------------|
| Attendees: 18 | Total Cost: \$780 | Attendees vs RSVP: 30.5% | Cost per: \$43.3 |
|---------------|-------------------|--------------------------|------------------|

### Event Breakdown:

| Attendance: 18   | Cost \$: \$780   | Immediate Effect  |
|--|--|---|
| <ul style="list-style-type: none"> <li>• Realtors: 12</li> <li>• Other industry referral partners (attorneys, financial planners, etc): 3</li> <li>• Top A+ multiple referral or business past clients: 3</li> </ul> | <ul style="list-style-type: none"> <li>• Round of Clay Shooting/Ammo: \$450</li> <li>• Food: \$180</li> <li>• Beverage: \$100</li> <li>• Promo Items/Decorations: \$50 (used what we had from previous event and then added just a couple promo items like sunglasses/hats)</li> </ul> | <ul style="list-style-type: none"> <li>• The more 1on1 conversations with attendees built stronger relationships</li> <li>• One lead/now in pipeline referred that day</li> </ul> |

# events

by: nations lending



## Graphics Samples:

### Sporting Clays

Enjoy a day on the sporting clay course, with ammunition, food and beverages after the shoot all provided



April 28th | 11:00am-2:00pm  
@ Little Creek Lodge - 4219 Sampson Rd,  
Little Suamico, WI 54141



nmls# 32416 

### Sporting Clays

Enjoy a day on the sporting clay course, with ammunition, food and beverages after the shoot all provided



 nations lending.

nmls# 32416 

## Event Pictures:

