



# WILD WEST WEEKEND PLAYBOOK COSTUME CONTEST



A favorite themed weekend we see at WACO campgrounds is the “Wild West” or some version of it. Here is one of two easy ways to combine your already scheduled weekend with a GBF Fundraiser! Costume Contests always put people in a great mood and bring out so much creativity. Wild West themed costumes are also fairly easy because most of the pieces can either be purchased relatively cheaply or guests have some goodies in their closet! Want something that you can use at more than one weekend a season? Check out our Wild West Horse Races instead on the GBF website!

- 1) Log on to <https://gilbertbrownfoundation.org/gbf-kickoff-packs/> to get all these awesome resources listed below!
- 2) Determine how your costume contest will be staffed & your contest guidelines: You'll need judges (voters from the crowd) and participants. You can make the rules as loose or as strict as you'd like! You can require guests to use specific items - like everyone MUST have a bandana somewhere in their costume, or everyone must have a hat. You can establish categories such as “Cutest Cowpoke” or “Wildest Couple” which also allows for multiple winner and spreads the fun around.
- 3) Get Your Advertising Ready:
  - ✓ Using the **POSTERS** template provided on in the Kickoff Pack for the Wild West (Horse Races), print out posters to hang up around your location that show the day and time. Be sure to also include any specifics you determined about categories, required costume pieces, etc. *No way to print posters for your event? Contact our preferred print vendor S&H Ad Specialties at (608) 525-2323!*
  - ✓ Download the **SOCIAL MEDIA GRAPHICS** and update with your location/time. Then upload to your Facebook page and/or website. Want to increase engagement on your Facebook page? Have guests share their favorite local hero with a picture or comment!
  - ✓ Want to send an email to your guests? Download the **EMAIL HEADER** and send out a message to all your campers letting them know about the fun they'll have while raising money for noteworthy cause!
  - ✓ MAKE IT A BIG DEAL! Adding some extra bells and whistles can really add to the fun and can promote your campground at the same time! Be sure to check the **SPECIALTY ITEM SUGGESTIONS** before you leave the Kickoff Pack

section of the website!

- 4) **PREPARE FOR THE EVENT:** You won't need much for supplies for this one! Just a way to vote for the winners.
  - ✓ Double tickets work great, because the voter can keep half and put the other half in a bucket with the costume contests participants Name/Number listed on the outside.
  - ✓ Voting Containers: Big ten gallon cowboy hats, western themed tins, or beer buckets all work great here to add to your theme!
  - ✓ Paper/Marker: You'll need to label your voting containers to correspond with your costume contest entrants. You can either get names, or just assign numbers.
- 5) **LET'S VOTE!** How do you couple this event with a fundraiser you might ask? Participants can be asked to provide a donation to enter the contest. And those who submit a vote are asked to "pay to vote." \$1/vote, 6 for \$5, or \$20 for a wingspan all work well! The winner of the costume contest is determined by who has the most votes (tickets) in their container! Those winners can get a prize you come up with (think Wild West themed baskets or gift certificate to the bar/restaurant). Then, take that winning costume container, and draw a ticket for one lucky voter to win as well! This encourages votes to put tickets in more than one container and makes the entire event more fun.
- 6) **TAKE PICTURES & SEND LETTERS!** This is a great opportunity to grab photos of your willing guests for use on your website and Facebook. If you chose to do the letter option, be sure to send the letters off to the appropriate parties in your local community!
- 7) **RECORD & DONATE:** Count the cash from the sales, mark it off on your [GBF Funds Tracker football thermometer](#) (found in the Generic Forms & Documents section of the GBF Kickoff Packs!) and mail your donation to the Gilbert Brown Foundation at: PO Box 228, Ettrick, WI 54627.



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**Get your team and your Seasonals involved in something like this weekly! Watch your guests, and volunteer faces light up as they not only have a blast, but support a great cause.**

**Have a suggestion on another GBF Kickoff Pack? [Send it to the office](#) so we can share the great ideas with other campgrounds!**