



Hamfest & Swap meet

Prepared for: SFARC

Prepared by: Bob Brodovsky K6UDA

January 16, 2015

Proposal number: Ham Swap #1

EXECUTIVE SUMMARY

Objective

Creating a successful Hamfest/Swap Meet can be an extremely rewarding experience. This event will build camaraderie amongst the membership, expose the “brand” to other hams in the area and engage them with the club and finally a successful Hamfest will become a premier fundraising event.

Goals

The goal for this first SFARC Hamfest is to create a simple yet well planned and executed swap meet. Ancillary program ideas have been floated and while some have a great potential, we would be better served to concentrate on the core swap meet this first year.

Solution

Create a very well organized, thought out swap meet that is inviting to both buyers & sellers.

Project Outline

- **For 2015, We have decided to keep this a simple Swap Meet. There will be no extras i.e. VE, Seminars or workshops.**
- **Sellers spaces are going to be \$10.00 per space. A space is equal to one parking stall. Sellers that want two or more spaces will pay \$10.00 for each additional parking stall. Sellers fees are to be paid cash only.**
 - Sellers tax forms with perforated windshield tag as proof of payment.
 - Safety vests for staff
 - Flashlights with traffic cones
 - Cash Box

Sellers must pack out what they don't sell. NO DUMPING,

- **The Club will provide a “Club Space” for members to sell their personal equipment. Free to paid club members.**
 - Need two tables.
 - Tape or Tags
 - Cash box or envelopes
- **Club will also offer paid club members 50% off (\$5.00) on space rental for their own personal spaces. Those rentals must be purchased in advance of event.**

SIERRA FOOTHILLS AMATEUR RADIO CLUB

- **The Club is going to “concession” Coffee & Doughnuts only. We will talk to Taylors & Loomis Cafe about food sales specials and maybe coffee supply.**
 - Need Two Tables
 - Cash Box
 - Two Coffee earns
 - Extension cord
 - Cups
 - Napkins
 - Coffee & Supplies
 - Doughnuts (Carl WF6J)
- **Club will have A talk-in Frequency (145.430 W6EK Repeater) and a PA system for announcements. We will also need to utilize a TAC channel for internal comms**
 - Two tables
 - PA System (Tyghe KD6MLH)
 - Radio, PS, Antenna
- **Club to have a Drawing. This is going to encompass several ARRL give aways plus a few grand prizes supplied by (Jeff AK6OK) Jeff will have a prize list by January 29th. Tickets are \$1.00 each or six for \$5.00**
 - Need drawing Tickets (Carl WF6J)
 - Drawing basket (George KG6LSB)
 - Cash Box
- **Other Miscellaneous items we need:**
 1. Flashlights
 2. Tape
 3. Caution Tape (Bob K6UDA)
 4. Barricades (Bob K6UDA & Town Of Loomis)
 5. EZup
 6. Key to bathrooms
- **Advance advertising - Area clubs have our ad in their newsletters. ARRL website, We are now listed with the ARRL as an official Hamfest.**
- Send a PDF Flyer to Doc at placerdoc@sbcglobal.net He'll provide a half page ad.
- Tyghe is in charge of getting the banner sign completed.
 - Need PDF Flyer
 - Need hand bills. Each member will be responsible for posting five hand bills in their area. If everyone does this we get the word out in a big way.

SIERRA Foothills AMATEUR RADIO CLUB



MAP LEGEND



Swap Meet Area (sellers vehicles only)



Public Parking

Site Location: Loomis Historic Train Depot

Taylor Rd. & Horseshoe Bar Rd.

3640 Taylor Rd. Loomis CA 95650

When: March 14th 2015 0600 to 1100 hrs

Staff needs to show up at 0430 hrs to start directing vendor traffic and setup.

BUDGET

A Quick look at the budget

I'm establishing a very basic budget for the Hamfest. This is a working document.

Description	Quantity	Unit Price	Cost
Venue Rental	1	\$ 50	\$ 50
Electricity	1	\$ 25	\$ 25
Yellow Caution Tape	4	\$ 7	\$ 28
Safety Vests (Durable item)	10	\$ 15	\$ 150
Cones & Barricades	10		
Cash Box	1	\$ 20	\$ 20
Orange Dots	1	\$ 5	\$ 5
Total			\$ 278

JOB ASSIGNMENTS:

Parking:

Vendor _____

Vendor _____

Vendor _____

Vendor Relations:

Club Officer for PR _____

Concession:

Setup & Tear Down:

Site Security:

MC/Talk-in Op/Drawing:



Sierra Foothills Amateur Radio Club presents:

Hamfest 2015

March 14th 7:30



At the Historic Loomis Train Depot Plaza
for the First Swap of the Year.

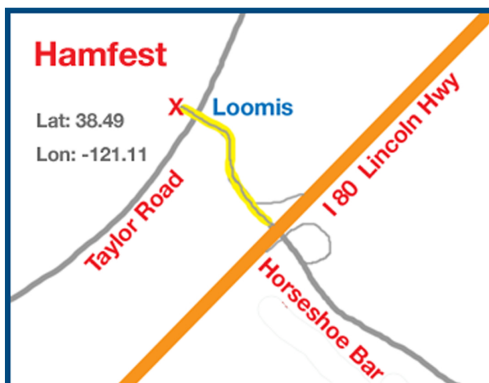
Bring your stuff to sell
or come to look at it all, meet your
friends and perhaps win in the drawing.

Seller spaces: \$10 - Drawing tickets \$1ea

This is our first annual Hamfest
and are going all out to make it your favorite.

FREE Buyer's parking, FREE Admission

Drawings - coffee & donuts - local vendors



Directions:

Located Northeast of Sacramento or
Southeast of Auburn off Interstate 80.

Loomis Exit off I80 - Horseshoe Bar Road
Go NNW to the Taylor Road stoplight.
Then go straight into the Hamfest.
Follow signs to Buyer's parking.

Seller's turn right at the stoplight, then
turn into the Seller's parking area.

Talk-in on W6EK/r 145.430 pl 162.2Hz

CQ Hamfest - CQ Hamfest - CQ Hamfest - CQ Hamfest - CQ Hamfest - CQ Hamfest

NOTES & MARKETING STRATEGIES

Posted 1/19/Hello Hamfest folks,

We now have an updated website and SFARC Events calendar.
Attached are: Press Release and Flyer

The Flyer & Press Release will be sent out to all area media.

The Flyers will be delivered/mailed to local, Bay Area and Reno/
Las Vegas Amateur Radio Stores.

If you have anyone or anyplace (library, organization, market, etc.)
that you can post the Flyer, please print it out and do so.

Getting the "word" out is the best way to assure a successful, first
Hamfest.

If Bob, K6UDA didn't mention it, we did get into QST at the last
moment... WHEW! That will also help out.

So until the walkthrough meeting at the site, Please visit other
clubs, email your friends and do your best to help promote
our first Hamfest!