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## **With Eventis “Assist,” Hoop Club Scores**

*Club Turns to Manheim Township’s Eventis Group for First-Ever 3 on 3 Tournament*

(Manheim Township, Pa.) – August 25, 2009 – Joe Hinnenkamp and Bill Mitchell, co-presidents of Manheim Township’s Hoop Club, met this past spring to discuss a 3 on 3 tournament to support the club’s efforts. Both felt this one-day event would promote the love of basketball, bring much needed financial support to the club and be a great community day. The challenges to this venture included logistics, promotions, sponsorships, event details and time. To alleviate some of the stress attached to the event and to increase profits, Hinnenkamp and Mitchell turned to Eventis Group to be their third-party event management entity for the tournament.

According to the U.S. Department of Labor, American productivity in the workplace increased by 6.4 percent during the second quarter. However, within that same period, unit labor cost (the amount paid to employees) fell by 5.8 percent. Coupled with an unemployment figure which reached 9.4 percent in July, those who do have jobs seem to be working harder for less income. This added stress is taking a toll on all aspects of life, including community events, especially those run by small organizations such as the Hoop Club. Both Hinnenkamp and Mitchell realized a tournament has the potential to raise significant funds, yet requires extensive legwork and long hours.

To solve this issue, the Hoop Club teamed up with Eventis Group. The partnership between Eventis and the Hoop Club is estimated to increase tournament profits by more than two-thirds over the expected funds when only Hinnenkamp and club volunteers were responsible for all aspects of the event.

“We knew that while we could have handled the whole tournament (planning and execution), we would have had severe limitations,” Hinnenkamp explained. “With both of us working full time, time was our largest obstacle. In addition, we didn’t have the connections or know-how to execute a professionally-run, quality event, which is why partnering with Eventis Group was an obvious choice.”

Eventis Group is a subsidiary of the Manheim Township Educational Foundation (MTEF). As a professional service company, Eventis is designed to be a third-party utility that handles event management, corporate sponsorships and facility/venue naming for the Manheim Township High School and Middle School campus. Clubs looking to hold events on the campus can customize their needs with Eventis providing full management support. Profits from this particular event will be shared between the two groups; however, Eventis is structured so that Manheim Township students ultimately benefit from all its endeavors. Eventis profits return to Township students through grants and scholarships.

“We’re Scottie Pippen, and the Hoop Club is Michael Jordan,” Robin Ashby, Eventis executive director, said. “We “assist” with the organization and planning of the event and the Hoop Club scores the fundraising they need.”

The Hoop Club 3 on 3 Basketball Tournament, presented by Lancaster Orthopedic Group, will be held Saturday, September 19, at the Manheim Township High School arena. For more information on the club or the tournament, visit [mthoopclub.com](http://mthoopclub.com) or email [robin@eventisgroup.com](mailto:robin@eventisgroup.com).

Sponsorships and naming rights throughout the Manheim Township campus are also available for contract. For more information, visit [eventisgroup.org](http://eventisgroup.org)

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