
	<b>Company:</b> Dallas Makerspace	<b>Project:</b> 2025 Coffin Race
	<b>Subject:</b> Budget Proposal	<b>Date:</b> 8/15/25

### Background:

- The Denton Coffin Race is an annual event held around Halloween in downtown Denton
- It is a coffin themed soap box derby for adults
- DMS participated in 2024
  - Placed second – the team is very pleased with the results
  - Generated a considerable amount of buzz around DMS and at the event
  - Driven by Motorsports and Metal Shop committees
    - Also included 3D Fab and Vector
  - The 2024 budget was approximately \$2,000
- Lessons learned from 2024
  - DMS needs booth workers to ensure visitors are engaged with. We cannot rely on the team for that – time and skill – booth covered by two during the event
  - If we could get a bigger booth, we could have better on-site activation
  - Need to have stuff to show and do for visitors to booth
  - “Tool Page” that was done, was well received
    - Pictures of all the DMS tools used at DMS to make the coffin racer
  - The geographic draw of the event is much much broader than the draw of DMS, so our attempt to draw attention to DMS and draw new members was negatively impacted by the nature of the event’s draw
  - DMS team food was a part of the event last year. It was brought in by DMS Members. Too much effort required. Would like to cater or organize a “truck buck” pre-pay
    - Food Trucks are the main food and drink at the event

### Request:

- Budget request of \$2,700 to be spent between now and the event. The specifics of the budget are included in the attached
- Promotion code approval for two (2) months free
  - Unlimited usage
  - New members only
  - Code expires 12/31/25
- The proposal does not include advertising/promotion (digital board, signage) at the event. DMS has requested a discussion with event organizers. If that is something we want to pursue, this request will be amended
- Randy Lisbona will serve as the project leader again.
- Will Elliman will again serve as one of the build leads – they can come up with a fancy title
- Max Locke will serve as the non-build admin dude


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### Activation (Internal and External):

- Pre-Race:
  - Inclusion in the September newsletter for call for coffin builders
  - Put coffin workdays on the DMS calendar
  - Deploy build pictures and videos from last year to draw new members that want to work on the coffin
- At Event:
  - DMS sign
  - DMS/Coffin T-shirts
  - Tool Page
  - On-site booth workers
  - Build a show coffin that kids can take their pictures in. We had it on our list last year but could not organize it.
  - DMS hands out 3D printed trophies to other entrants. We had it on our list last year but could not organize it.
  - Laser cutout of a coffin kids can assemble and color with markers
  - Laser cutting out toy racers
  - 2024 coffin racer on display
- Post Race:
  - Coffin race video similar to last year
    - Post on social
  - Display 2025 racer and tool page in Lobby

### Benefits:

- Members satisfaction
  - Last year there was a cross-committee focus, and it was moderately successful. We hope to broaden that this year. Members seemed to like being part of a DMS-wide team.
- Market awareness
  - Everyone at the event knew who DMS was
    - Success of the racer
    - DMS/Team T-shirts
  - Post race video was well received in the marketplace and generated exposure
- New members
  - Because we did not have booth workers, we did not get the opportunity to sell as much as we could of
  - Many folks that were outside of our service area commented how that would love a place like DMS
  - Use promo codes to track

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**Risks:**

- Weather washes out the event
- Inability to garner volunteers from DMS

**Motion:**

- Motion to approve
  - A budget of not to exceed \$2,700 for the 2025 Coffin Race
  - Promotion code for two free months for new members, expiring 12/31/25, as outlined in the proposal