



Fight for Your Freedom Night

Event Planning Guide for Campus Organizations

➤ **The Message**

This event, a play on the name of the popular video game franchise "Fight Night," is an amateur student boxing exhibition. The purpose is to exhibit the self-defense capabilities of ordinary young Americans to highlight the US military's efforts to train ordinary young Iraqis to defend their own country. Improving the capacity of a host country forces to combat domestic terrorism is one of the goals of a successful counterinsurgency operation. It is important to show that Students for Victory and other citizens and legislators who support our successful mission have a plan for eventually reducing American military presence that has measurable benchmarks to indicate achievement. Aside from establishing an effective, unified government that is deemed legitimate by the population, chief among these benchmarks is Iraqi home defense.

Defeatists in Congress and the mass media have expended considerable effort to brand our mission in Iraq an "endless war," one in which the goal of victory, however noble, is ultimately impossible. This lie is often able to fool patriotic Americans into becoming anti-war by convincing them that an issue which is inherently moral is instead a question of practical policy. Ordinary people know where they stand on moral questions but have little knowledge of or care for the intricacies of international politics. The defeatist scheme is that simple. Fight for Your Freedom Night is going to show your community what the path to victory looks like and prove the withdrawalists are wrong.

As a Students for Victory leader, you have the responsibility of ensuring Fight for Your Freedom Night is a success. The event will require time and energy and enthusiasm, but results will be well worth it. Not only will you raise support for victory, but you will also raise money for SFV.

➤ **Event Outline**

Fight for Your Freedom Night will be an amateur boxing event featuring students at your university. Fighters will be recruited from campus classes and the student body. Participation will be encouraged through the use of incentives. The event should take

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place on campus to ensure maximum attendance. The event will most likely need to take place in a large ballroom or student athletic facility. The event should be approximately 2 and a half hours in length and will be divided into 3 sections. The first segment of program will be one hour and consist of four 3-round exhibition matches between pugilists. As much as possible, these first round fights should be between pugilists of the same weight class. The fights will be refereed by an experienced individual and judged by a 3-member panel comprised of people who know how to score a boxing match. Each of the 4 winners from these initial fights moves on to the second round.

During a thirty minute intermission after the first segment, a person knowledgeable about the mission in Iraq selected by your chapter of Students For Victory shall speak about the merits of the peacekeeping operation that American troops are fighting and their continuing success. The speaker shall tie these comments in to the importance of training the Iraqi people to defend themselves, much as the student boxers have learned to do. The speaker could focus on many different aspects of Iraqi self-defense, including educating children against terrorism, providing incentives for civilians to refuse to harbor terrorists, and direct training of the Iraqi police and military, among other things. Ideally, the speaker should be a local military officer or veteran with some expertise in Middle East Affairs, but he or she could also be a local military recruiter, pro-victory foreign policy expert, or pro-victory journalist who has reported on Iraq. He or she does not even have to be someone well-known in your community, just a person for victory with expertise on our continuing mission in Iraq (who can speak reasonably well in front of a crowd, preferably). Students For Victory should not have to pay the speaker if they are affiliated with the military, but regardless of who you are trying to get, offer them a percentage of the proceeds if you feel it is necessary. Also, follow up with the speaker a few days before the event to review what he or she is planning to say and ensure it is consistent with SFV's message.

After the speaker concludes, the second segment of the program shall begin. The second round of boxing should have 3 three-round matches and be approximately 45 minutes. Due to time and interest constraints, it will not be possible after the first round to ensure matches are between fighters of the same weight class. As a result, the 4 winners from the first round shall be randomly paired off for the first 2 fights. The 2 winners from these shall then fight in the final, championship match. After the championship match, present the champion with a trophy and a gift certificate to a local business. You may be able to convince the vendor to donate the gift certificate if you agree to promote their sponsorship of the event. If you are able to accomplish this, make certain you are clear about the event's purpose and support for victory in Iraq to the sponsor. Because this is a political event, it will probably be easier to get a local merchant to sponsor the event, rather than larger companies like Wal-Mart, who are usually very cautious to endorse political events. Upon congratulating and presenting the winner with the trophy and gift certificate, thank the audience for coming and lending their support to the cause. Tell them when SFV meetings are and that you

have made email-list sign-up sheets available at the exits. Then, end the event.

➤ Supplies that Your Chapter Will Need

1. 1 boxing ring, to be secured with the help of your school's student athletics division or a local boxing gym. The ring will have to be transported and set up by non-members. Offer student athletics or the owner/manager of the local boxing gym a large percentage of the ticket profits in exchange for their participation and donation of supplies. Offer to promote their sponsorship if they wish, but be gracious in understanding if they do not want their business or department or person affiliated with a political event. Be honest when speaking to them about the event's purpose, but emphasize that this is not a partisan event.

2. Pugilist-affiliated equipment, including but not limited to towels, squirt water bottles, mouth guards, and potentially boxing gloves. You will need to get these donated by your school's student athletics division or the local boxing gym.

3. The event space, a large ballroom or gymnasium on campus. You will probably need to rent this from your school's student activities department. Enlist your school's chapter of the College Republicans or other pro-victory organizations in helping SFV bear the cost.

4. At least two hundred folding chairs, which should be provided with the event space. It is usually easy to get more chairs if ticket sales are phenomenal.

5. A championship trophy, which you can get designed at the local trophy shop (look in the phone book). It should say something like:

"Boxing Champion
Fight for Your Freedom Night
The Date of the Event
Your University's Name."

It should be at least twelve inches high, and make certain it looks like a trophy you would want to receive, although it does not need to be particularly elaborate. It should not cost too much.

6. A gift certificate for the winner, hopefully provided by a local business. Ensure it is a gift certificate just about anyone would want to receive. Restaurant gift certificates are usually safe, but you can use your own judgment. Try to make sure it is worth at least \$75.

7. A few hundred paper tickets. These can be printed by SFV out of colored printer paper and should have the name, date, and time of the event displayed in easily readable type. Also, try to include some sort of hard-to-forge design or picture on the front to prevent students from simply printing out their own tickets. Sell them for five dollars each or more if you deem it necessary, but no more than \$10 apiece. College

students are cheapskates, but everybody's got five bucks.

8. A few hundred programs. These can also be printed out of colored printer paper, and should include an outline of the event, the names of the pugilists, and the purpose of the event, along with SFV's message.

9. A referee, who can also hopefully be provided by student athletics or the local boxing gym. The referee will need to be comfortable with throwing in the towel if a fighter looks too injured to continue.

10. 3 judges, who can also hopefully be provided by student athletics or the local boxing gym. If you want to make one of the judges a campus celebrity, this should be ok, since the other two can tell him or her what to do. Including a campus celebrity can help boost ticket sales and publicity. Suggested campus celebrities: star players of football or basketball team or an extremely popular professor or other notable.

11. 8 amateur student pugilists, who can be recruited through student athletics, campus publicity, Facebook ads, etc. Talk to the fraternities at your university; for some reason students who have boxed are often Greek. Be certain you have commitments from all the fighters before you proceed with publicizing the event. They will need to get a doctor's note stating that they are physically fit enough to participate. The boxers can be male or female, but if you get any female interest, make sure you let these pugilists know this will be a co-ed event. If you do not specify, people will generally assume it is an all-male event. Do not go out of your way to recruit female pugilists, since some men are unwilling to hit a woman and this could make it harder to recruit fighters. However, if any female pugilists want to participate, welcome them warmly if you have not yet gotten 8 fighters.

12. The speaker.

13. Enough poster paper and markers and printer paper to blanket your campus with publicity for the event.

14. The College Republicans. Their physical and financial support will be invaluable.

15. A microphone and sound equipment for announcing at the event.

16. An alternate boxer who will fill in if someone else cancels.

➤ Event Leadership Positions

1. Director - As leader of your SFV chapter, you should be in charge of directing the event. However, if you do not feel you can meet the large time commitment required, choose the SFV member with the best administrative skills to direct the event. The

director's primary job is to provide executive oversight, planning out a schedule of tasks and deadlines and ensuring everything is done on time.

2. Facilities Coordinator - This person's job is to locate and reserve the area where the event will take place, as well as obtaining all the physical equipment listed previously (boxing ring, folding chairs, towels, sound system, trophy, etc.).

3. Publicity Chair - The chair's job to make certain as many students hear about the event as possible and maximize ticket sales. They will need to design the advertising necessary to attract the pugilists and hype Fight for Your Freedom Night around campus constantly as soon as all the fighters and equipment are secured. They will also create and coordinate selling the tickets and be in charge of making and distributing programs at the event. Creativity, enthusiasm, and a relentless work ethic are essential.

4. Personnel Liaison - This person's job to sign up the boxers and ensure they have all the things they need for the event. They also need to book the referee, judges, speaker, and announcer/emcee. Hopefully, a fight doctor/paramedic will not be necessary, but if so this person must secure their participation as well.

5. Sponsorship Chair - This person's job is to enlist the donations of sponsors. At least one sponsor is needed to donate the gift certificate for the winner. If you wish to have more sponsors, they could donate more prizes for the fighters or for a raffle; it is up to you.

6. Announcer/Emcee - self-explanatory. This person could be a charismatic member of SFV or the College Republicans if you wish, or someone else to be recruited by the personnel liaison.

➤ Event Volunteer Positions

1. Ticket Sellers - these people will assist the publicity chair in selling tickets both before and at the event.

2. Sign Hangers - These people help the publicity chair by posting advertisements for Fight for Your Freedom Night around campus.

3. Ushers - On the night of the event, they will be responsible for setting up and taking down folding chairs and providing guests with directions. They will also serve any miscellaneous roles needed before and after the event.

This outline should provide most of the guidance you need, but feel free to direct any questions to ["grant@studentsforvictory.com"](mailto:grant@studentsforvictory.com). Good luck!