



Hat-Trick '24

Sports and Recreational Activities



Submitted by
Rtr. Kaumini Mapa (Secretary)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
November 30th, 2024
at the

Secondary Avenues

- Membership Development and Retention

Description

Hat-Trick 2024 marks the **10th edition** of the annual cricket carnival hosted by the Rotaract Club of Colombo Fort in collaboration with the Interact Club of Zahira College. This milestone event celebrates a decade of fostering sportsmanship, camaraderie, and leadership through cricket. It has grown into a hallmark initiative, uniting Rotaract and Interact communities for an exciting day of action-packed sportsmanship and networking.

Objectives

- Raise funds for charitable initiatives.
- Enhance organizational and leadership skills among participants.
- Strengthen collaboration between youth and young professionals.
- Promote sportsmanship and healthy competition.
- Enhance fellowship between Rotaractors and Interactors

Goals

SDG Goals

- 3 - Good Health and Well-being
 - 3.4 Reduce mortality from non-communicable diseases and promote mental health.
- 17 - Partnerships to achieve the Goal
 - 17.17 Encourage effective partnerships.

Rotary Area of Focus

- Basic Education and Literacy
- Economic and Community Development

Other focus Areas

Project Chair

Name	Volunteer Hours
Mahdi Namiz	146 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Ahmadh Booso	127 Hours (Appox.)	Project Secretary & Coordinator
Ahamed Hamas	95 Hours (Appox.)	Project Treasurer

Manusha Wickramarathne	60 Hours (Appox.)	Visual Content Editor
Nafeel Casseem	30 Hours (Appox.)	Social Media Content Publishing
Hasif Haleem	67 Hours (Appox.)	Registrations Coordinator
Ihthisham Iqbal	67 Hours (Appox.)	Logistics Coordinator
	Total Hours	592 Hours

Club Participation

Club Name	Count
Rotaract Club of Imperial College of Business Studies	12
Rotaract Club of APIIT	12
Rotaract Club of Colombo North	24
Rotaract Club of PanColombo	10
Rotaract Club of Colombo Mid City	10
Rotaract Club of Informatics Institute of Technology	10
Rotaract Club of Colombo West	12
Rotaract Club of Colombo Metropolitan	12
Rotaract Club of Excellence	10
Rotaract Club of Colombo Fort	27

Other Organization Participation

Organization Name	Organization Type	Count
Interact Club of Ananda College	interact	10
Interact Club of Carey College	interact	10
Interact Club of Zahira College	interact	40
Interact Club of Royal Institute	rotary	10

District Steering Committee Participation

Name	Designation
Shanel Mendis	District Rotaract Representative
Salman Mohamed	Rotaract District Secretary
Anjana Senanayake	Assistant District Rotaract Representative
Sahan Gunasekara	Assistant District Rotaract Representative
Basharath Isamath	Assistant Rotaract District Treasurer

Lochana Bandara	Sergeant at Arms
Hillary Perera	Joint Director - Club Service
Santhamurthy Baalumurthy	Joint Director - Club Service
Yovindu Bimsara	Joint Director - Club Service
Dulan Samarawickrama	Joint Director - Community Service
Savani Jayawickrema	Joint Director - Community Service
Jude Lucian	Joint Director - International Service
Sharan Balasubramaniam	Joint Director - Membership Development
Harini Sadewani	Joint Director - Professional Development
Kawshi Yogaraja	Joint Director - Membership Development
Umanda Dissanayake	Joint Director - Sports & Recreational Activities
Manusha Wickramarathne	Joint Director - Public Relations
Nazmi Mahamood	District Rotaract Representative Elect
Praneeth Madusanka	Public Relations Chair
Dinuki Perera	Joint Director - Public Relations

Budget

Income

Description	Amount
Rotaract Team Registrations	104000 LKR
Interact Team Registrations	48000 LKR
Stalls	15000 LKR
Banner Sponsorships	53000 LKR
Event T-Shirt Profit	17400 LKR
Event Sponsor	100000 LKR
Chairperson Contribution	7500 LKR
	Total Income
	344900 LKR

Expenses

Description	Amount
Ground	-80000 LKR
Food	-55000 LKR
Bottles of Water	-12000 LKR
Logistics	-18000 LKR
Balls & Equipment	-19500 LKR
Backdrop & Printing	-10500 LKR
DJ & Sounds	-18500 LKR
Trophies & Medals	-37800 LKR
Photography	-12000 LKR
Cash Prize	-25000 LKR
Umpires	-35000 LKR
Chief Guest Garland	-3550 LKR
Event Launch	-6000 LKR
Tokens of Appreciation	-3700 LKR
RAC IIT Team Reimbursement	-8000 LKR
	Total Expense
	344550 LKR
	Total
	350 LKR

Project Planning

The planning for Hat-Trick 2024 began on **1st September 2024** and concluded on **30th September 2024**. This comprehensive 3 month-long planning process involved meticulous organization to ensure the successful execution of this annual signature event, now in its **10th year**.

1.
Initial Conceptualization:
The initial phase involved brainstorming sessions led by the core committee to establish the objectives, timeline, and budget for the event. The committee unanimously agreed on the theme of fostering camaraderie and promoting sportsmanship through cricket.
2.
Venue and Logistics Management:
The Air Force Grounds in Colombo 02 were finalized as the venue, considering its accessibility and capacity to host over **250 participants**. Venue booking, arrangement of cricketing equipment, and coordination with event staff were managed by the logistics team.
3.
Team Formation and Role Assignment:
A dedicated project committee was formed under the leadership of **Rtr. Mahdi Namiz**. Each team member was assigned specific responsibilities:
 - **Chairperson:** Oversaw the overall execution of the event.
 - **Secretary:** Managed documentation and communication.
 - **Treasurer:** Ensured proper fund allocation and budgeting.
 - **Logistics Team:** Handled venue setup, equipment, and participant management.
 - **PR Team:** Focused on promotional activities and partner coordination.
 - **Sponsorship Team:** Secured partnerships and funding.
4.
Collaborations:
The project involved collaboration with the **Interact Club of Zahira College**, strengthening ties between Rotaractors and Interactors. Extensive discussions ensured clear role allocations for both clubs.
5.
Coordination Meetings:
Weekly meetings were held to monitor progress and address challenges. The team worked diligently to finalize participant registrations, schedule matches, and confirm attendance from key stakeholders.
6.
Integration of Celebratory Elements:
Special recognition of Hat-Trick's 10th-year milestone was planned, featuring a retrospective display of the project's journey and achievements over the years.

7.

Backup Plans:

Contingency measures were devised to address potential challenges, including weather-related disruptions and logistical delays. The team was prepared to shift matches indoors if necessary.

Public Relations Plan

Since Hat-Trick 2024 was a large-scale event marking its **10th anniversary**, an extensive PR plan was designed to ensure maximum visibility and engagement while maintaining the exclusivity of certain content.

1.

Brand Positioning:

The event's legacy was highlighted across all promotional material, emphasizing its decade-long journey of fostering sportsmanship and unity.

2.

Social Media Campaigns:

Dedicated campaigns were run on Facebook, Instagram, and LinkedIn to generate excitement. The countdown to the event featured key moments from past editions, with the hashtag **#YouAreNotOut** trending within local Rotaract circles.

3.

Collaborative Marketing:

The partnership with the **Interact Club of Zahira College** was showcased to highlight intergenerational collaboration. Posts were co-shared by both clubs to reach a wider audience.

4.

Event Teasers and Sneak Peeks:

Video teasers featuring participant testimonials and glimpses of past events were shared to build anticipation.

5.

Media Partnerships:

Outreach to media and photography outlets ensured pre-event coverage, including announcements and interviews with the organizing committee. Post-event blogs and photo stories were also planned for maximum reach.

6.

Engagement with Sponsors:

Sponsors were actively promoted through social media posts and on-site banners, acknowledging their contributions to the success of the event.

7.

Content Exclusivity:

Photographs and videos from the event were made available to participants and partners post-event. To maintain exclusivity, real-time updates were limited to match results and key highlights.

8.

Post-Event Coverage:

A post-event social media post was shared with visuals of the day of the event on official platforms, highlighting the impact and success of the event.

PR links

https://www.instagram.com/p/DA_IodKBqW2/?igsh=NDVjNHBRamVrMGdk
https://www.instagram.com/p/DBD7ZffCmeq/?igsh=dDQ5MzJrc3V5Nnlh
https://www.instagram.com/p/DBEJA2lip3Y/?igsh=YTBrNnR0emZzY2Yw
https://www.instagram.com/p/DBOWrTKzucw/?igsh=MTRxYmFyOWdxaWI2dw==
https://www.instagram.com/reel/DBeleviBDLK/?igsh=ZXNIZzZkanNtMjcz
https://www.instagram.com/p/DBq6rTQTJwE/?igsh=bHVhamt6aHQ1NwQ5
https://www.instagram.com/p/DB31bZaT54H/?igsh=MWo3ZmZkcmw3NXhjMA==
https://www.instagram.com/p/DB79qXRz9rB/?igsh=MWdybno0YmdlNXp4dA==
https://www.instagram.com/reel/DB-IQEsC0W0/?igsh=N2ppZ2c5dmZwaTE3
https://www.instagram.com/p/DCEjJC7i-1S/?igsh=MTc4enlzM2Y3bWg4aA==
https://www.instagram.com/reel/DCZQivKJfem/?igsh=MXNoc3Y2ZTBvdjR1Mw==
https://www.instagram.com/p/DCsryM0iFjz/?igsh=MWxyZmpjZm1icTN6bw==
https://www.instagram.com/p/DCZQFOOhXPV/?igsh=NXc3MGtrbnRnYmNh
https://www.instagram.com/p/DCrWTGUozXI/?igsh=MWRrZ3J2MHplZWxmaA==
https://www.instagram.com/p/DDHjYxIBolo/?igsh=NmJ5czQ4djJmMWV5
https://www.instagram.com/p/DDHkZXylj1/?igsh=MWlzOXJ2MTNlBjZydg==
https://www.instagram.com/p/DDHkjXiheIJ/?igsh=MXMzcHE1MWowchHkxbw==
https://www.facebook.com/share/p/6ygiNsMn8yMtQJsW/
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https://www.facebook.com/share/p/xH85eCXJ3aSdwKzc/
https://www.facebook.com/share/p/JS52xY2K6u6j4uX6/

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_hatrick2024-3daysmore-cricketcarnival-activity-7265076686788931584-yBiK?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_hatrick24-2daystogo-cricketcarnival-activity-7265327764939902976-LvKl?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_hatrick24-cricketcarnival-10yearsstrong-activity-7265733853594492929--ySv?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_hatrick24-cricketcarnival-10yearsstrong-activity-7268897089516912640-6K_p?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

Beneficiaries

- Corporate Companies
- Rotaractors
- Interactors
- Community projects funded through event proceeds

Partners

- Airforce Grounds - Venue Partner
- ATA Media – Photography Partner
- Knockout - Digital Media Partner
- Face Scrubs - Gift Partner
- Interact Club of Zahira College - Project Collaborator

Outcomes

Short-Term Impact:

- Fostered networking among young professionals and students (Rotaractors and Interactors).
- Enhanced visibility for Rotaract and Interact Clubs.

Long-Term Impact:

- Funded impactful community service projects.
- Strengthened relationships between Rotaract and Interact communities.

Areas of Improvements

Gallery





