

Membership Key Chain Proposal

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Technical Data as of 2006-12

Table of Contents

I. Proposal.....	1
II. Overview.....	1
III. Administration and related policies	2
IV. High Level Design Consideration.....	3
V. Technical Design Considerations	3
VI. Quote Information.....	4
VII. The Artwork drafts.....	5

End of Table of Contents

I. Proposal

To design and purchase an initial buy of 300 Key Chains for free distribution to club members, one to a member. All current members will be given a key chain as well as those who join the club and all who join during the year 2007.

Later changes in design or purchasing of additional key chains beyond 2007 are not part of this proposal.

The quoted cost per key chain for a run of 300 is \$2.74 which is a cash outlay of \$822.

Artwork has been designed at no cost by way of volunteer effort to the club and is provided as part of this proposal.

II. Overview

The central purposes for the development and distribution of a club key chain are:

- Provide a material token of membership for our members
- Foster a sense of community by providing a means for members to display their affiliation with the club. It is expected that the key chains will be used as either key chains or as ornamental decoration for the members chess bag
- Marketing of the club by way of our members in other chess venues

Currently the club provides no token of membership to club members. The club sometime prior to 1994 had issued membership cards. Membership cards serve no useful function for the club other than as possible tokens of membership or as a reminder of the club phone number.

The unit cost of \$2.74 represents 9.1% of a member's single year adult membership fee. For comparison the quote for 200 units is an initial outlay of cash that is \$180 less but a unit cost \$3.21 represents 10.7% of a members single year adult membership fee.

Since most of our members are returning members and I propose only a single key chain be issued per member, this cost represents a one time expense per member. One can make the case that this since most of our members are multi-year members the cost spent per member can be amortized down.

The end result is that we will effectively be collecting a \$20 membership fee for our bank account for approximately 1 year instead of \$30.

III. Administration and related policies

We may optionally elect to allow members to purchase additional key chains at perhaps \$3.00 each. We would hold in reserve some number to cover the expected new members. Current membership has been averaging 130 per year for about 2 years. It is possible that this benefit of membership might entice some people to renew who might otherwise allow their membership to lapse until they return to play. Looking at our event demographics database and mining for how many players played at the club for the first time in recent years we see the following:

Year	First Time Played
2000	67
2001	49
2002	62
2003	88
2004	71
2005	48
2006	61

Note that these numbers do not necessarily represent how many were club members. This information is not available. We can however estimate based on casual observation that in any given year there are perhaps about only 10 people who may play at the club who do not join. These are usually existing USCF players who are trying out the club.

If we were to purchase only 200 key chains, given these numbers we would be at risk of needing to do another purchase in 2007 and would be unwise to sell additional key chains to players.

- Cash outlay for 200 quantity equals \$642, Unit cost is \$3.21
- Cash outlay for 300 quantity equals \$822, Unit cost is \$2.74

The difference in cash outlay is \$180.

I can speak for my self that I would like to purchase several key chains. I suspect a small number of people would also be interested in this. I would venture a pure guess at about 40 additional key chains being sold. People like free so only those who really are enthusiastic would bother to purchase another one.

To minimize the administrative overhead of determining who has received their key chain we can leverage our existing process. Specifically

- Every person upon registering in an event shall be issued a key chain if their membership is valid or if they are joining. Thus the Crosstable, which is already tracked in our event demographics database, also becomes a record of who has received their key chain.
- The aforementioned database can be used to update a field in the membership database to flag all those who have received their key chain.
- When registration stickers are printed they will indicate who has or perhaps who has not received their key chain.

IV. High Level Design Consideration

In 2003 the club commissioned a graphic artist to

- Recreate a clean version of the circular club logo which contains a Knight on a chessboard
- Create a color scheme and banner for the Web site which was undergoing a structural redesign

The circular logo was incorporated into the Web site banner design. The resulting banner has since been used to create such items as:

- Board number “table tents”
- Club Championship custom name plate table tents
- 5 foot wide hanging banner for display at the club
- Registration cards

In effect the Website banner with the incorporated circular logo has supplanted the circular logo as the branding of the club.

Given the above circumstances, the front facing design of the key chain has been drafted as a circular version of the banner. Instead of the lines traversing the width of a rectangle, the lines have been made into circles surrounding the circular logo element. This it was felt would invoke recognition of the current banner and maintain the branding. In an effort to keep this front facing side visually clean, only the text contained within the circular logo element was retained.

The reverse face contains text that demonstrates our longevity, provides the URL to our site, boasts of our selection as chess club of the year and provides a helpful reminder to our players of the phone number and bye cut-off policy. Our phone number has never changed and the bye cut-off policy has been stable for at least 10 years. At the time we received the Chess Club of the Year award I was told by someone at the USCF that this award would be given to a chess club only once. Of course this could change and we might win it again one day.

V. Technical Design Considerations

Research was done to determine the options available for having a fully customized key chain made. The types of key chains can be classified into these general types:

- Plastic of one color engraved. The plastic samples were very “light” in weight
- Wooden. These were also very light in weight
- Molded plastic, generally one color with raised portions in another
- Molded plastic, multi color
- Brushed brass (like a fancy coin)
- Poker chip – our design in the center of a poker chip
- Stamped metal with inlaid colored enamel

Of these choices only the last, Stamped metal with inlaid colored enamel would provide some physical heft as well as allow us to fully customize the design and coloring.

This solution has several characteristics which we needed to work around, namely

- The base metal may only be of one color and only a few colors are available
- Every color must be separated by raised metal within the stamping.
- Text must either be done as raised metal or “hollowed out” to contain the enamel coloring

After several iterations of artwork drafts and opinions solicited from a small number of members, the artwork provided as part of this proposal was arrived at. The selected approach has the following characteristics:

- The base metal was selected to be black
- All lettering is done via the raised metal and thus is black
- The red, yellow, blue and white are separated by the black raised metal.

One of the major considerations in these selections was that the black visually detracts the least from the color scheme. Remember also that we were limited in our choices of colors for the base metal.

One important detail of this key chain is that the loop for the chain is part of the mold for the die itself and not an external ring. This makes for a very solid attachment.

VI. Quote Information

Quantity of 200.

- Qty. 200 - 1.5" Custom Soft Enamel Double Sided Key Chains - \$ 3.21 each
- 1.2mm thick copper metal with plating of your choice
- 8mm post and butterfly clutch attachment
- Individual zip lock poly bags for each lapel pin FREE - Artwork and Design Services FREE - Setup FREE - Mold Fee FREE - UPS Shipping 10-Day Production Time
- Total: \$ 642.00

Quantity of 300.

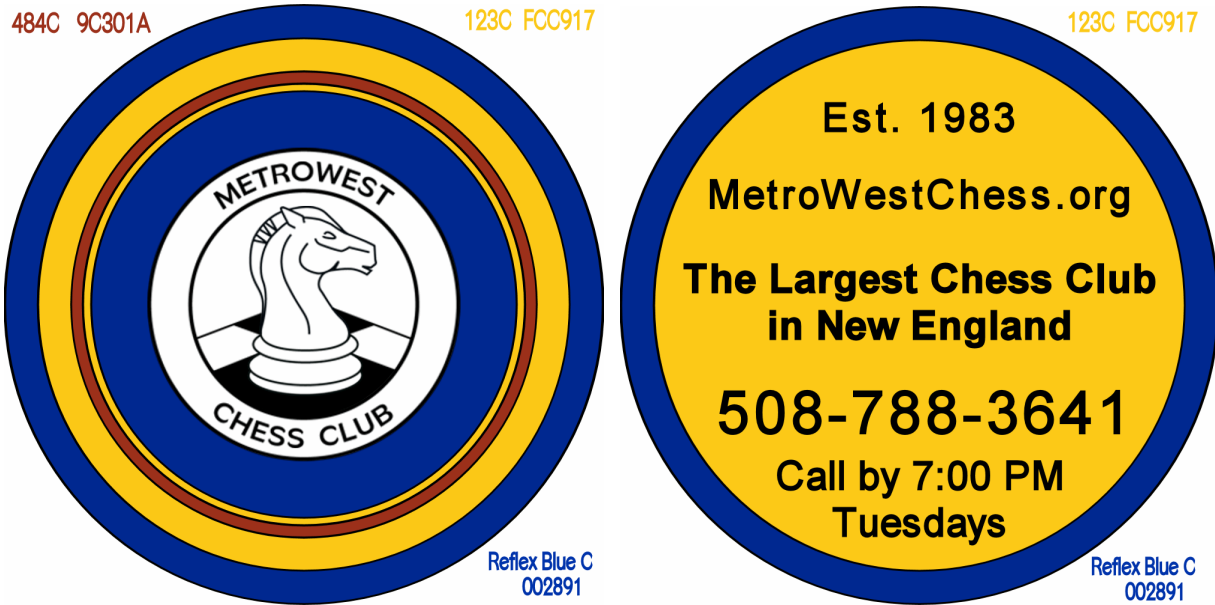
- Qty. 300 - 1.5" Custom Soft Enamel Double Sided Key Chains - \$ 2.74 each
- 1.2mm thick copper metal with plating of your choice
- Jewelry Loop with Split/Key ring Attachment
- Individual zip lock poly bags for each Key chain FREE - Artwork and Design Services FREE - Setup FREE - Mold Fee FREE - UPS Shipping 10-Day Production Time
- Total: \$ 822.00

Quantity of 400.

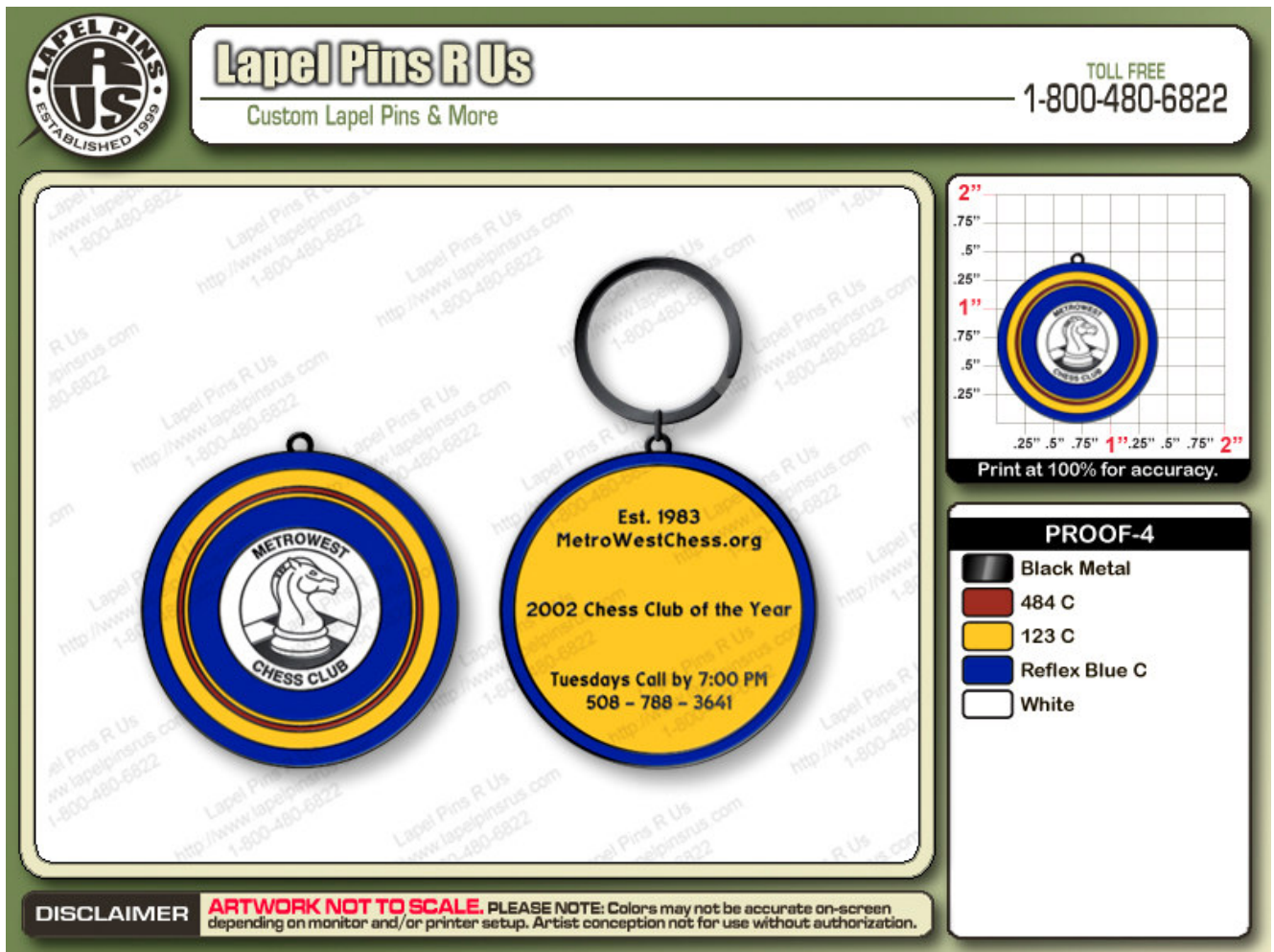
- Qty. 400 - 1.5" Custom Soft Enamel Double Sided Key Chains - \$ 2.74 each
- 1.2mm thick copper metal with plating of your choice
- Jewelry Loop with Split/Key ring Attachment
- Individual zip lock poly bags for each Key chain FREE - Artwork and Design Services FREE - Setup FREE - Mold Fee FREE - UPS Shipping 10-Day Production Time
- Total: \$ 1,096.00

VII. The Artwork

The strange numbers appearing near the circles are the Pantone color values and are shown only for reference.



Below is the part of the quote back from the vendor



End of proposal