



Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: Northwest Athletic Conference, Clark Community College

ADDRESS: 1933 Fort Vancouver Way, Vancouver, WA 98663

CONTACT: (360) 992-2833; <https://www.nwaacc.org/>

GENERAL GOALS: The NWAC has a variety of administrative responsibilities including conference tournament management, eligibility, publications, rule enforcement and sports information.

SPECIFIC USE FOR THIS AWARD:

This award was used as support for operational expenses, administration and programs.

For more information please read the attached report from Northwest Athletic Conference, Clark Community College.





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Dear Ms. Sheldon,

On behalf of the entire Northwest Athletic Conference, coaches, student athletes, volunteers, and others, thank you Tulalip Tribes for your generous contribution to our conference. This year's men's and women's championship tournament was a great success with parity, upsets, come-back victories, and of course two crowned champions. Your support helps the NWAC create unforgettable experiences for our coaches, fans, and student athletes as well as encourages engagement with the local community.

Local youth teams were invited to attend the tournament at no cost, and while it was difficult to obtain an exact number, it was evident by scanning the crowd that a number of these youths were in attendance. Several even volunteered as ball boys and girls, helping to sweep the floor, rebound basketballs, and bring water to the officials. We also had some youth dance teams from the area come out to perform at halftime, which the fans loved.

Another fan-favorite was the Tulalip Clear the Court Contest in which every game at halftime one fan was drawn to participate in a contest in which they would have 30 seconds to make a lay-up, free-throw, 3-point shot, and half-court shot, winning various prizes along the way. In coordinating with Tulalip Resort general manager, Samuel Askew we were able to offer a grand prize package of Tulalip Resort & Casino summer concert tickets, for whomever made the half-court shot. Several came close but no one was able to make the shot. Overall, it was a fun contest that the participants and crowd alike enjoyed, and I think simultaneously provided great exposure and promotion for the Tulalip Resort and Casino. Our production crew actually captured a portion of this contest, which can be viewed here: <https://youtu.be/DJdzT83CrUk?t=46m21s>

Coinciding with the tournament, our student athletes and spectators participated in a canned food drive that helped to raise over 450 items. All student athletes brought with them to the tournament 1-5 cans, while fans were given a discount on ticket admission with a canned food item. With the help of the Boys and Girls Clubs of Snohomish Counties these items were distributed to various families in need within the community.

Coverage of the tournament expanded beyond the physical premises. All 30 men's and women's games were broadcasted live via webcast in a professional style broadcast with HD cameras, play by play commentary, scoreboard graphics, replay and more. In total there were over 36,000 views which we believe to consist of fans and followers of the teams that were not able to make the trip to Everett. In addition we believe a number of these views came from Four-Year University Coaches, interested in recruiting our student athletes. These coaches (approximately 20 were there in-person) offer opportunities after our students graduate from NWAC institutions to continue their athletic careers and education, ultimately leading to their four-year degree. These opportunities for many of our student athletes would not otherwise be financially viable.

Tournament Summary Quick Facts:

Men's Champions - Walla Walla Community College - [Article](#)

Women's Champions – Community Colleges of Spokane - [Article](#)

Bri King (Spokane) broke the women's tournament record for points in a game (prev. 42) with 46 in the Elite 8 game vs Bellevue

Approximate total attendance - 4,470

Online viewership during live broadcasts – 36,130

Total Social Media Impressions – 736,000 (Facebook, Twitter, and Instagram)

Thank you again for your contribution and assistance in making our championship events a success. We look forward to attending your Raising Hands Event in October and will await further information. Please let me know if you would like any additional information regarding our event.

Sincerely,



Garet Studer
Director of Operations