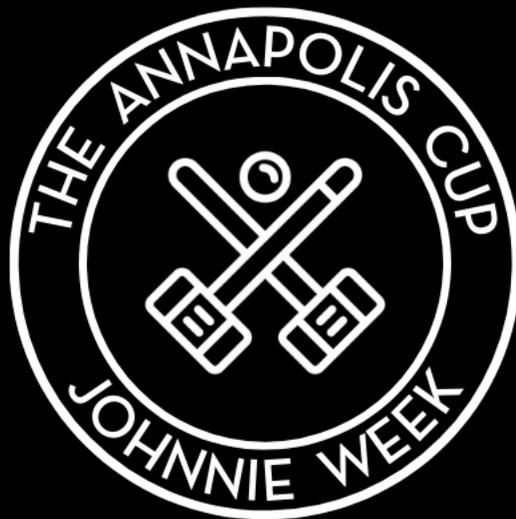


// Case Study

The 2023 Annapolis Cup
Re-envisioning an institutional event





The Challenge

Reset a time-honored tradition in a safe, memorable way that elevates guest experience and advances institutional and community engagement.

The Context

In 1983, students of the U.S. Naval Academy and St. John's College faced off in the inaugural Annapolis Cup Croquet Match.

Over four decades, the event grew in popularity, attracting alumni and students from both schools along with thousands of spectators from the Annapolis community.

As the event gained in notoriety, so did the need to elevate the reputation of the annual match and assure a safe and positive experience for all participants and guests.



The Approach

Working closely with the client to identify the greatest needs, we recommended a strategy with three primary areas of focus.

- **Admission**

Establishing cost tiers that were attractive to target audiences and controlled the size of the overall event

- **Food and Alcohol Sales**

Utilizing RFID technology to improve wait times and prevent underage drinking

- **Public Safety**

Added safety personnel at entrances and across the event venue



Leveraging Relationships and Partnerships

Leaning into an operations strategy that encouraged collaboration, we assisted the client by bringing essential national and local partners to the planning and execution phases.



Memorable Results

Manageable attendance at 2,283 total guests
14 food and beverage transactions per minute
Alcohol consumption averaged 2.6 units per customer
0 serious injury or incident

“A much more elevated experience.”

– Event Sponsor

“The size of the event made it easy to have fun and spend time with old friends.”

– Alumni Attendee

“Noticeably shorter drink lines meant I spent more time watching the match with friends and less time waiting in line.”

– Annapolis Community Guest

“I heard stories about the Annapolis Cup getting out of control in the past, but this wasn’t like that at all. I had a great time!”

– Student Attendee

“How we present ourselves and engage with our community matters. This year’s Annapolis Cup was an absolute triumph in resurrecting the image of this event.”

– Client

Local Media Mentions

The success of the Annapolis Cup's image transformation was highlighted in organic local press, amplifying our client's notoriety and reach in the community.

CAPITAL GAZETTE

A DANDY OLD TIME

Right: Johnnies Mia Kobylski, this year's Imperial Wicket, left, and Liz Meade plan their next shots during the 39th Annapolis Cup Croquet Match between the visiting Navy Midshipmen and the St. John's College Johnnies on Saturday. **Below:** Navy's Jake Adams shoots. With two of five matches complete, the croquet match was suspended because of lightning with the score tied 1-1. The teams will complete the remaining matches today. **PAUL W. GILLESPIE/CAPITAL GAZETTE PHOTOS**



The Annapolis Cup returned to St. John's College this weekend. Literally. The match returned to the beautiful St. John's campus on Saturday. And on Sunday (more on that later) the trophy did too. The overall record now sits at 31 wins for St. John's, 8 for Navy.

3,000 fans attended Saturday. Most wore pastels, hats, or bowties while some wore all three. A little (ok, kind of a lot) of rain didn't stop the party. But lightning postponed the conclusion where the Johnnies avenged last year's rare loss until yesterday.

Rain notwithstanding, it was a wonderful Saturday in Annapolis. [Enjoy a short photo album.](#)

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