

WHAT WE DO FOR YOU

1. CONCEPTION AND ORGANIZATION

- HOW TO BEGIN
- MISSION STATEMENT AND MASTER PLAN
- ORGANIZATION: INCORPORATION?
- LOCATION AND SITE PLANS
- EVENT THEME, FORMAT AND DURATION
- GOAL SETTING AND PHILOSOPHY
- STAYING FOCUSED
- AVOIDING OBSTACLES
- PARTNERING

2. BUDGETING AND SPONSORSHIPS

- COSTS OF DOING BUSINESS
- CUTTING COSTS: TRADE OUTS
- BUDGETING TO BREAK EVEN AT 50%
- HOW TO PACKAGE SPONSORSHIPS
- DEVELOPING SPONSORSHIP PROSPECTS
- WORKING WITH SUPPORT GROUPS
- SCHEDULING CASH FLOW

3. TIMING AND SCHEDULING

- CLEARING AND CALENDAR
- DEVELOPING A TIME LINE
- AVOIDING OR COMPLEMENTING "CONFLICTS"
- WORKING WELL IN ADVANCE
- PREPARATION, EXECUTION AND FOLLOW-UP

4. MARKETING AND COMMUNITY RELATIONS

- DOING YOUR HOMEWORK
- PROMOTIONAL OPPORTUNITIES
- CHOOSING YOUR TARGETS
- WHO IS YOUR PRIMARY CUSTOMER?
- MAKING AND FULFILLING COMMITMENTS
- PUBLIC RELATIONS AND CHOOSING MEDIA

5. ALL FACETS OF PRODUCTION

- CHOOSING AND DESIGNING THE EVENT SITE(S)
- STAGING, SOUND AND LIGHTS
- PERFORMER AND ARTIST ACCOMMODATION
- STAFFING AND THEIR NEEDS
- TRAFFIC AND SECURITY

6. GRAPHIC DESIGN AND ADVERTISING

- EVENT LOGO AND DESIGN
- CREATING VISUAL EXCITEMENT
- ESTABLISHING WHAT TO EXPECT
- EASY INFORMATION ACCESS
- BROCHURES, POSTERS, FLYERS, LAYOUTS
- SPONSOR INVOLVEMENT

7. WEBSITE HOSTING AND DESIGN

- WEBMASTER SERVICES
- DESIGN DEVELOPMENT AND MAINTENANCE OF WEBSITE
- E-MAIL SET-UP AND CONSULTING
- MAILING LIST MANAGEMENT/LINKAGE WITH WEBSITE
- LINKING WITH COMPATIBLE SITES
- INTEGRATION WITH BALANCE OF MARKETING PLAN

8. VOLUNTEER PARTICIPATION

- ORGANIZING OPTIONS
- RECRUITING
- TRAINING
- RETAINING
- REWARDING
- LEADERSHIP DEVELOPMENT
- BUILDING TEAMWORK

9. SITE PLANNING AND DEVELOPMENT

- MASTER PLANS
- VISITOR PLAN
- STAFF AND WORKERS PLAN
- TECHNICAL SITE PLAN
- DETAILED SITE PLANNING OF SPECIFIC AREAS
- STATE AND COUNTY HEALTH REGULATIONS
- TRAFFIC FLOW
- DRAINAGE, SAFETY, STABILITY
- IDENTIFICATION BY AREA FOR EMERGENCY SERVICES