



# FESTIVAL EVENTS:

## Recommended Timeline



### **9-12 MONTHS**

- Establish the event purpose, format, goals, name, and branding
- Secure date and venue
- Begin booking talent
- Apply for special event permit application with the city (if applicable)
- Update website
- Reach out to last year's sponsors and work on establishing major support

### **6-9 MONTHS**

- Create artist/merchant/nonprofit exhibitor application
- Develop sponsorship deck with benefits and levels
- Create sponsor prospect list and reach out to potential sponsors
- Invite your current supporters and offer exclusive savings or other amenities (e.g. bonus swag, free drink) that will motivate them to commit early and initiate your word-of-mouth campaign
- Announce event with initial "Save the Date" marketing campaign
- Create your event registration website and test with your team
  - Use tiered pricing to encourage early sign ups (Ex: Save \$10 if you sign up before April 1st!)

## 4-6 MONTHS

- Launch ticket sales
- Market exhibitor opportunities to artists, merchants, and nonprofits
- Identify, quote, and secure third party vendors (stage, sound, barricades, toilets, security)
- Continue sponsorship sales efforts and communicate milestones and deadlines to confirmed sponsors (e.g. when their logo is due for the thank you sponsor banner)
- Create staffing plan to cover all functions needing support and oversight from your organization



## 60-90 DAYS

- Reevaluate performance of marketing and promotion activities, adjust as needed
- Update website with additional event details, changes, and fun updates about fundraising progress
- Build your event team and confirm staff positions, shifts, and personnel. Collect employment documents (W9 for independent contractors, for example) as you confirm each team member.



## 30 DAYS

- Apply for special event liquor permit license
- Re-confirm vendors and other support resources and make sure you know their deadlines (last date to add equipment or modify the food and beverage head count)
- Update website with changes
- Consult with venue and discuss event day timeline, support services (parking, security, trash and recycling, deliveries, WiFi, etc)
- Remind fundraisers about goals and milestones, provide them with tips and tricks for their final push to help them reach their goal

- Check in with top fundraiser and special guests
- Review budget and adjust spending and orders as your registration or ticket numbers require



## EVENT WEEK

- Send out pre-event guide to current ticket purchasers with important details like directions, parking, check-in location, meal package, entertainment schedule, event day timeline, etc)
- Complete final outreaches to vendors and review orders, times, and costs
- Send out QR code for each ticket holder one day before for quick and easy checkin upon arrival

## AFTER THE EVENT

- Send a thank you email with the total number of attendees, photos, and other memories from the weekend to show attendees how their participation supported your event and/or cause, and how they can keep engaged or how they can support you further.
  - Include a link to a survey and allow your participants the opportunity to give you feedback
- Thank your vendors and collect final billing and payment instructions
- Thank your sponsors and provide demographics on attendees and summaries of their benefits and total impressions
- Finalize budget with all actual costs and centralize all statements and receipts for easy review by stakeholders and next year's event team
- Conduct a wrap-up meeting with your team to document successes, challenges, and areas to improve upon for next year

