

### **Tips for Events:**

Main Purpose: what is the purpose of your event? To raise money? Raise Club awareness? To raise awareness and money? Raising money for anything specific i.e. Scholarship? To serve the community and raise awareness? Don't be too vague. Have a purpose for each event. It sets the mood and identity of the future of the event.

1) Identify your community demographics. Skew young? Skew older? Do they like to fish? Food and drinks? Golfing? Community efforts? Family gathering? Home town sports outing?

2) Once you have identified demographics, create an event that tailors to these demographics. Perfect example of this is what Max Haney at SW Noles has done with the FSU Fishing Tournament, Bar Crawl, kick off/bar crawl. Make sure the timing (date and time) of the event coincides with the demographics.

3) Once you have an event idea, start planning it! The earlier the better! The more time you have, the more time you have to market the event! For large events begin 5-6 months in advance. This gives you time to plan and time to think logistics and come up with new ideas. Go ahead and begin thinking on how the event will make money. Silent auction, raffle, merchandise, live auction, free event vs ticket event. If free how can you make up the revenue?

4) With any event, you are not only planning this year's event, but you are looking to the future. Think about how to grow it. Do not pile all ideas into one. Give the audience something to look forward to.

5) Plan an event that your organization and your community can GROW into. Do not utilize all community channels at once. Keep adding a few each year. Example: start out with just a few celebs or 1 and build more each year.

6) Utilize email databases such as Eventbrite. Yes they charge you a fee, but the data will be absolutely invaluable to you down the road. Easy check in and easy payout. Also makes you look updated as a Club.

7) Use every single resource you can think of in regards to marketing. If you are using vendors, restaurants, bars for your event, then use their social media to promote YOUR club and YOUR event. Have them post flyers around.

Thank sponsors as they will want to share your thanking and that becomes additional promoting once again.

8) Focus on the FUN factor with events. People will come and re-come if it's a fun event. If mistakes happen just remember you are the only one that will know. Just keep it going.

9) Details and logistics are incredibly important when executing your event. Small things such as FSU flags, balloons, decorations reinforce the fun / FSU factor. Or think large if you have the budget. Create an atmosphere your audience will want to talk about on social media. That builds your event for the next year.

10) Do not get discouraged if Event does not go over as planned. These things take time. Always do a post mortem and ask yourself, what worked? What didn't work? How can we make this better?

Don't be afraid to use the Boosters and Athletic department for resources. Even other clubs are great resources.

And after the event make sure to thank sponsors and share photos from the event.

## EXAMPLE SCHEDULE FOR LARGE EVENTS

### SAMPLE SAMPLE

Something nice to have for a large event and for the whole crew involved along with special guests.

### PRODUCTION SCHEDULE FOR SPEAR-IT FEST ATLANTA

SATURDAY AUGUST 9, 2014

TIN LIZZY'S PERIMETER

### EVENT CONTACTS:

JESSICA TAGGART [904-464-5278](tel:904-464-5278)

### FORMER PLAYERS PICK-UP- ????

Below is a tentative production schedule for Spear-It Fest Atlanta. We are going to do our best to keep this on schedule. Please know events call for a little bit of flexibility. Your patience and understanding would greatly be appreciated.

3:45- Show ready and ipod music will be on from the stage.

4:00- Doors will open to Spear-It Fest Atlanta

4:15- 5:05- Houston Deese will take the stage for 1st set

5:05- Welcome from Kendall Snyder and plug ASC, FSU Alumni Association and Seminole Boosters

5:10- Warchant going followed by fight song, Celebrity March into the event with Spear on fire to be planted in front of stage. Planted by William Floyd

5:15- Tom Block to introduce special guests from stage

5:17-5:20- Introduction and comments from VP of Univ advancement Tom Jennings

5:20-5:55- Autograph Row with former players inside Tin Lizzy's

5:20-6- Houston Deese on stage for 2nd set

6-6:25 Celebrity Panel hosted by Tom Block to include- Coach Gladden, Floyd, Sawyer, McMillon, Cody

6:30-6:55- Houston Deese to start 3rd Set

6:55-7:05 remarks by Floyd to get crowd pumped for season

7:05-7:35- Houston Deese finished 3rd and final set

7:35- Closing Remarks from Tom Block and ASC President Jessica Taggart

8pm- Event Ends