



Promotion Planning Checklist

Planning

- Current Calendar
- Event Purpose
- Timing
- Target Audience
- Budget
 - > Income
 - > Expenses
- Event Schedule
- Site Selection
 - > Space
 - > Cost
 - > Acoustics
- Site Map
 - > Vendor Locations
 - > Entertainment Locations
 - > Gates
 - > Parking
 - > Ticket Booths
 - > Restrooms
- Business Tie-ins
 - > Advertising
 - > Window Displays
 - > In-Store Displays
 - > Sponsorships
 - > Volunteer Efforts
- Volunteers
 - > Committee
 - > Civic Groups
 - > Other Related Organizations
 - > Businesses
- Work Plan

Insurance

- General Liability
- Liquor Liability
- Weather
- Prize

Event Funding

- Sponsorships
- Donations
- Fees

- Merchandise Sales
 - > General
 - > Commemorative

Publicity

- Participant Communication
 - > Co-sponsors
 - > Sponsors
 - > Businesses
- Media Coverage
 - > Media Releases
 - > Interviews
 - > On-Site Coverage
- Advertising
- Posters, Fliers, Bag Stuffers
- Banners

Vending

- Contracts
- Signs
- Regulations
- Vendor Insurance
- Food & Beverage
 - > Food Booths
 - > Safety
 - > Tickets/Cash
- Alcoholic Beverages
 - > Philosophical Issues
 - > Licensing
 - > Control/Safety
 - > Server Training
 - > Security
 - > Other Organizations to Involve
- Merchandise Booths
 - > Exhibitors
 - > Product Booths
 - > On-site Sales v. Orders

Prizes

- Advertising
- Gaming Regulations

Entertainment

- Contracts

- Music Licensing
- Stages
- Sound Systems
- Street Performers

Security/Crowd Control

- Fire Codes/Capacity
- Security Officers

Safety

- Accessibility
- Emergency Vehicles
- First Aid

Parking/Traffic Management

- Parking Areas
- Shuttles
- Signs
- Traffic Directors

Sanitation

- Restroom Facilities
- Trash Collection

Site Set-up

- Electricity
- Water
- Tenting
- Tarps
- Seating
- Fencing
- Porta-Potties
- Booths/Tables
- Vendor Locations
- Entertainment
 - > Staging
 - > Sound Equipment
- Directional Signs
- Admission Gates

Implementation

- Work Plan
- Pre-Event Meeting
- Walk-Through
- Drive-Through
- Communication
- Trouble-Shooting
- Last Minute Authorizations

Clean-Up

- Staffing
- Timing

Thank You's

- Volunteers
- Sponsors
- Co-sponsors
- Donors
- Media

Evaluation

- Participant
- Implementers
- Businesses

Record Keeping

- Work Plans
- Bills/Receipts
- List of Volunteers
- List of Vendors
- Agendas
- Publicity Materials
- Evaluations
- Wish List for Next Year

Other

-
-
-
-
-