



GUIDE FOR PLANNING AN EVENT

Thank you for your interest in organizing an event to support The Dream Factory. We are honoured to be the recipient of your event proceeds which will help The Dream Factory provide once-in-a-lifetime dreams for children throughout Manitoba.

We've created this guide and event planning checklist to help give you ideas on how to organize a successful event.

What is a Third Party Event?

It is a fundraising event, initiated, planned and organized by an individual or community group that makes all arrangements and coordinates all event logistics. The proceeds are raised for The Dream Factory to help provide once-in-a-lifetime dreams for Manitoba children

The following check list contains suggestions and tasks that are typically related to planning a special event. The Event Planning Checklist covers many, but not necessarily all, of the items that may be deemed necessary or to consider when organizing an event.

1. Coming up with the Fundraising Event

Pre-Event Planning

- Refreshments
- Entertainment / Games
- Ceremonies
- Amusements
- Vendors
- Contests & Prizes (Prizes secured, delivered)
- Activities for ever age and ability
- Rainy day alternatives
- Volunteer and staff requirements
- Equipment and supply requirements (Tables, chairs, stage, tents, sound system, etc.)
- Performer/participant requirements
- Prepare a detailed schedule of events

Event Day

- Station volunteers
- Signage, permits, maps and schedules posted
- Run/supervise activities
- Info/registration booth set up
- Equipment at proper places
- PA system, 2-way radios, megaphones
- Prizes (awards, ribbons, etc.)

Post-Event

- Clean-up for each area
- Return equipment or materials
- Send thank you letters to all involved

2. Facilities & Logistics**Pre-Event**

- Review all site facilities/locations meeting needs
- Check availability
- Check accessibility
- Assess parking capability and transit access
- Explore costs
- Learn permit requirements and conditions
- Create site plan
- Book facilities, rain-day facility
- Identify public service needs (police, fire, EMS, traffic services, etc)
- Identify volunteer requirements

Permits /Planning

- Location: Street Event permits, Parks permit, City Squares permit, private property permission
- Food & Beverage: Public Health Temporary Food Vendors, Special Occasions Permit (Alcohol)
- Building permits for temporary structures
- Sign permits
- Noise (amplified music) permission
- Raffle or lottery permit
- Waste Management Plan
- Risk Management Assessment/Emergency Plan
- Traffic Management Plan

Facilities Amenities / Equipment / Logistics

- Refreshments areas
- Toilets and hand-washing stations
- Lost and found area
- First Aid station(s)
- Stage(s), structures, tents,
- Plan for electricity, water, phone line, sound equipment, generators
- Order tables, chairs and linens
- Order sound system
- Order 2-way radios, cellular phones
- Order/set up extra garbage bins, recycling stations, dumpsters
- Signage, barricades, traffic cones, safety equipment

Event Day

- Set up event site
- Reserve parking for officials, participants, exhibitors
- Put up signage
- Safety inspections and checks
- Set up garbage cans, recycling bins

Post-Event

- Clean-up for each area
- Return equipment
- Thank you's to all involved
- Evaluation of event

3. Promotions**Pre-Event**

- Establish Identity
- Letterhead, logos
- Info kits prepared and distributed

Marketing

- Determine design and distribution of promotional materials
- Website creation, social media accounts
- Develop and distribute promotional material to local businesses, neighbourhoods, participating organizations
- Calendars of events in newspapers, radio stations, TV stations
- Posters, flyers
- Advertisements
- Secure permission to display at other events, malls, etc.
- Prepare buttons, ribbons, T-shirts, entry forms etc.

Media

- Prepare media kits, media releases
- Publicize rainy day alternatives
- Prepare public service announcements for radio, the press, television
- Distribution to the media
- Arrange interview between key participants and media
- Submit feature articles on event
- Contact media celebrities to participate in event (hosting, contests, challenges)
- Increase promotions two weeks prior to event

Day of Event

- Media Kits - news release, information, photos, biographies
- Media meeting location
- Provide an interview area

Post-event

- Send final media release to let sponsors, participants know results of event
- Send thank you's to all media
- Gather all articles, photos for final report
- Post event follow up: How did event go?
- Prepare a final report with recommendations and ideas for next year

4. Finance & Administration**Pre-Event**

- Prepare budget
- Establish financial protocols/signing authority, accounts, etc.
- Obtain event liability insurance
- Identify fundraising, grants and sponsorship opportunities
- Solicit "in-kind" goods and services donations in lieu of money
- Obtain quotes for any items that may be needed (chairs, tables, tents, etc.)

Day of Event

- Ensure all vendors have small change
- Ensure all cheque payments are available for entertainers, sound equipment etc.
- Ensure there is a secure cash box in place for any activity which costs money
- Ensure that all funds are collected for participants
- Account for all money spent and received

Post-Event

- Count money and collect any outstanding donations/contributions
- Review budget estimates and actual amounts
- Review unexpected expenses
- Send thank you's to sponsors and volunteers
- Communicate with The Dream Factory for any tax receipts (for companies or individuals who donated \$15 or more)
- Make arrangements to drop money off to The Dream Factory