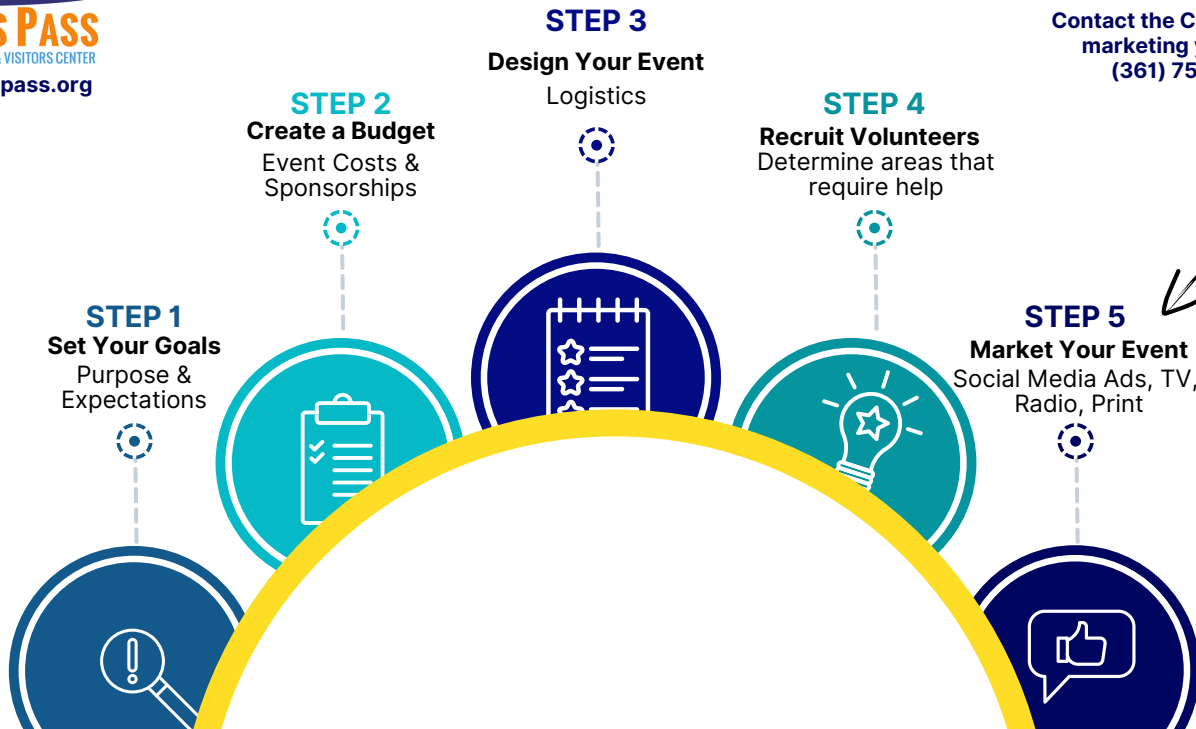


# Event Planning for Success

**THIS IS WHERE WE COME IN!**

Contact the Chamber about marketing your event  
 (361) 758-2750.



## CHECKLIST & ITEMS TO CONSIDER

### STEP 1

#### Set Your Goals

##### Purpose & Expectations

- What is the purpose of the event?
- What cause are we promoting with this event?
  - If the event is for a cause raise meaningful awareness to your cause
- What type of event is this? (BBQ Cook-Off, Concert, Vendor Market, Food Truck Rally, Etc.)
- What is our goal for the event? (Raise awareness, Fundraising)
- What expectations will the guests have for this event?

### STEP 2

#### Create a Budget

##### Event Costs & Sponsorships

- Will you be getting sponsors for the event?
- Will you be selling tickets to the event? (Determine pricing and where to sell the tickets.)
- What software/platform will your team use to streamline all the information, donations, and data you will be collecting?

#### Expenses to Consider

- Venue Costs
- Catering Expenses
- Decoration Expenses
- Food/Drink/Alcohol Costs
- Entertainment Costs
- Table & Chair Rentals
- Electrical & Electrician Costs
- Fencing Costs
- Trophies/Awards
- Insurance/Alcohol License
- Commercial Tent Rentals
- Security/Public Safety

#### Determine a Marketing Budget

### STEP 3

#### Design Your Event

##### Logistics

- What venue will you be using?
  - If property is City owned, you must present to the City for permission (Contact City Secretary 361-758-5301).
- Will you need a production company for sound/music?
- How will you handle registration and security during the event?
- What transportation options will you have? Will there be parking available?
- How will you handle emergencies?
  - **Setup a meeting with Police/Fire Dept, Public Works and Chamber for direction on how to proceed**

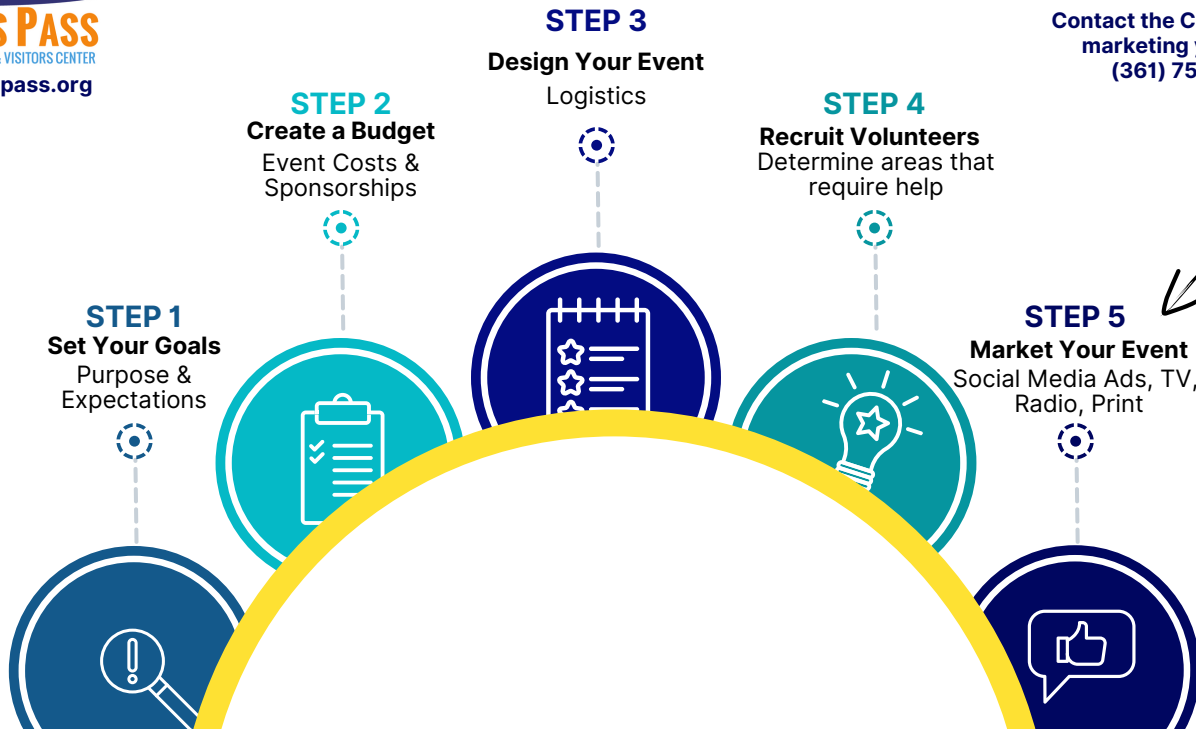
#### Logistics to Consider

- Event insurance (General Liability, Liquor Liability, Rain Insurance, Etc.)
- Acquiring a Liquor License (TABC License/Permit).
- Portable Restroom Rentals
- Fencing for Admission
- City Curfew - If entertainment is a part of the event
- **911** must be called a week in advance if you are utilizing commercial tents - **Know what's below. Call before you dig.**
- Light for events after dark
- Securing Public Safety & Security Officers
- Onsite banking services or ATMs
- Determine if you need applications for Food/Craft vendors or participant forms
  - Google Forms is FREE and a great online platform to use to collect data for your event.
- If you plan to utilize a carnival contact a midway as soon as possible (Most carnivals are booked 1 year out)
  - Visit [www.CarnivalWarehouse.com](http://www.CarnivalWarehouse.com)
- Ticket booths for admission
- Electricity

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## CHECKLIST & ITEMS TO CONSIDER

### STEP 4

#### Recruit Volunteers

Determine areas that require help

- What will the specific roles be for your volunteers and staff?

#### Areas to Consider

- Admission Volunteers
- Contests/competitions may require judges
- If alcohol is being served, consider volunteers to serve Beer/Wine
  - Your volunteers may need TABC certification for serving or selling alcohol in Texas

### STEP 5

#### Market Your Event

Social Media Ads, TV, Radio, Print

- How will you promote the event?
- What promotional materials will you be using? (Decals, Logos, T-shirts, Posters, Handouts, Etc.)

#### Advertisement to Consider

- Create a Press Release
- Banners (Before & During Event)
- Radio Ads
- Posters/Flyers
- Television Ads
- Social Media Sponsored Ads
- Billboard Ads
- Create a Facebook Event Page
- Contact the Chamber to advise through our various platforms

**ADVERTISING IS A KEY STEP FOR ANY EVENT.**

When marketing your event, make sure your audience understands your mission/cause.



### CONSIDER DATES

- What will be the date and time for the event?
- Check with community and surrounding areas for conflicts on dates and/or similar type events
  - Search for local events utilizing platforms such as FaceBook, EventBrite, Google, Etc.



### DON'T WAIT TO SECURE EVENT SUPPORT FROM SPONSORS!

- Understanding what your total event costs are and setting an obtainable revenue goal are crucial.
- Creating sponsorship tiers for your event is a great way to help offset costs, however make sure your organization/business is offering benefits that are of value to your sponsor and **ALWAYS DELIVER WHAT YOU PROMISED!**