

Strategic Event Plan

Event Overview

Event title

Event date and times

Event location

Event Coordinator / Co-Chair Contact Information

Name

Phone

Email

Email

Website

Event Scope

Objectives Of The Event

Location/Map Overview

Event timeline

Target Audience

Target Artist/Participants

Multicultural Aspects Of The Event

Event Details

Food Vendors

Entertainment

Marketing Plan

Parking/Traffic Plan

Safety Plan

Handicap Accessibility Plan

Volunteer Plan with Volunteer Contact Information

Equipment Needed

Town requirements/permits/community approvals

Event Insurance

Event follow up

Event evaluation within 30 post event

Demographic of participating artist

Race, Age, Gender, Residence

Demographic of attendees

Race, Age, Gender, Residence

Copies of ads, articles and brochures

Comprehensive Budget

Projected budget included but not limited to;

Venue Rental

Marketing/Advertising

Entertainment

Equipment Rental

Printing / Handout materials

Insurance

Extras Expenses

Funding Sources

Projected Revenue

Strategic Event Plan

Event Overview

Event title

Event date and times

Event location

Event Coordinator / Co-Chair Contact Information

Name

Phone

Email

Email

Website

Event Scope

Objectives Of The Event

Location/Map Overview

Event timeline

Target Audience

Target Artist/Participants

Multicultural Aspects Of The Event

Event Details

Food Vendors

Entertainment

Marketing Plan

Parking/Traffic Plan

Safety Plan

Handicap Accessibility Plan

Volunteer Plan with Volunteer Contact Information

Equipment Needed

Town requirements/permits/community approvals

Event Insurance

Event follow up

Event evaluation within 30 post event

Demographic of participating artist

Race, Age, Gender, Residence

Demographic of attendees

Race, Age, Gender, Residence

Copies of ads, articles and brochures

Comprehensive Budget

Projected budget included but not limited to;

Venue Rental

Marketing/Advertising

Entertainment

Equipment Rental

Printing / Handout materials

Insurance

Extras Expenses

Funding Sources

Projected Revenue