

SECRETS to SUCCESSFUL EVENTS

Festival & Event Resources



LYNN FUHLER

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HOW TO USE THE GUIDE

Events and festivals have numerous moving parts. The materials included in this guide are fundamental tools used by events.

Organizational charts are key to everyone understanding who reports to whom and their area of responsibility. While the titles may vary and sub-committee boxes may move, it's a great resource for those who need a visual to reinforce how everything and everyone fits into the bigger picture.

Proper documentation is needed for processing payments and charging an expense to the right area of the budget. The check requisition form provides, when completed and submitted with proper paperwork, the Treasurers all the pertinent information.

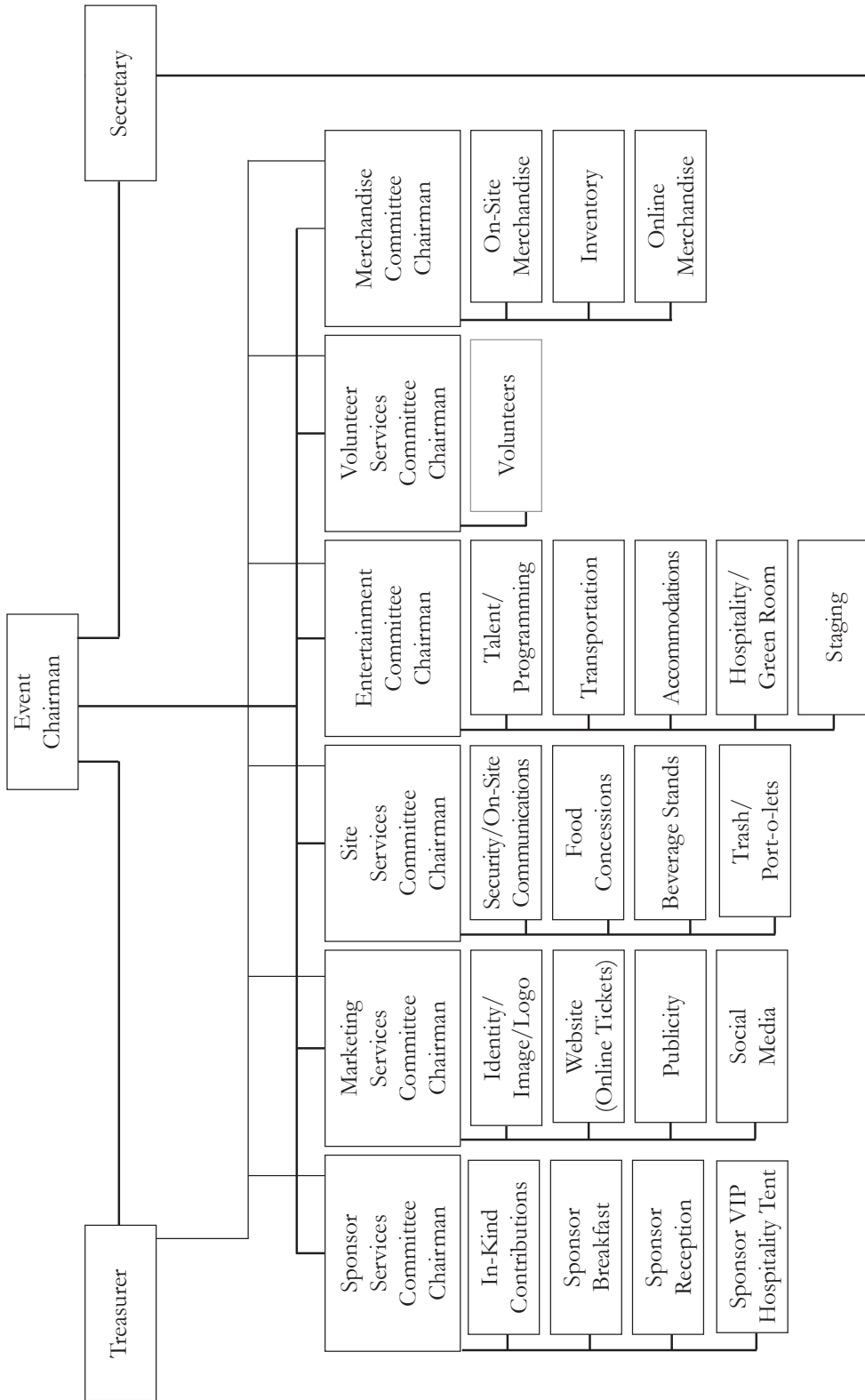
Because of all the details involved with concessions and vendors, two-way communication is extremely important in making for a smooth, no-surprises event. This reminder email covers many of the last-minute considerations.

Sponsors normally won't send their sponsorship monies until they have an invoice to back up the request. A fairly basic form, it can mean the difference between wondering why the event sponsor hasn't paid and money in the bank.

It may seem a bit old-fashioned but providing welcome packets to both in-town and out-of-town is a nice gesture. By including names and points of contacts, if there are any concerns or questions, talent will know whom to call.

We've included a list of resources for event organizers may find helpful as well as some information about the Lynn Fuhler and her recently released book "Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals" and her upcoming "Resource Guide."

Event and Festival
Organizational Chart



[Event Name] Event Office
Mailing Address
Phone: XXX-XXX-XXXX • Email: email@eventname.com
[Event Name], Venue Address

Patrons, Potential Sponsors, Community-at-Large

SPONSOR INVOICE

Note: Place invoices on the [Event Name] letterhead
with mailing address detailing where the check(s) need to be sent.

Invoice No. _____

Date: _____

Company Contact Person and Title

Company Name

Mailing Address (which may be different than the company's physical address)

City, State and Zip Code

List the year of the event, [Event Name] and [Type, Level, Category] of sponsorship.

List the dollar amount followed by a decimal point and indicated cents, even if zeros.

Make checks payable to: List the event name as listed on the event's bank account or the event's formal name, which may be different from the [Event Name].

[EVENT NAME] CHECK REQUISITION FORM

Make check payable to the following:

Name: _____

Address: _____

City, State: _____ Zip Code: _____

Committee Name: _____

Purpose: _____

Charge to budget line item #: _____

This has been authorized by: _____

Submitted by: _____
Print Name Signature

Total Amount Due: _____ Date: _____

1. Please include the original receipt or invoice. Please keep a copy of the receipt or invoice for your records along with a copy of this completed and signed check requisition form.
2. Please submit these by using one of the following methods:
 - a. Scan and email as a PDF attachment to: treasurer@eventdomainname.com
 - b. Submit to the Treasurer at the next Organizing Committee meeting.
 - c. U.S. mail to:
Name, Treasurer
Event Name
Mailing Address
City, State and Zip Code
3. All invoices submitted by the 15th of the month will be paid by the 30th of the month and all invoices submitted by the 30th of the month will be paid by the 15th of the following month. All check requisitions shall be accompanied by an original invoice or supporting documentation.
4. In the event your purchase includes warranty information, please bring the warranty information to the next committee meeting and give to the Secretary or Administrative Assistant to file.
5. In the event your purchase should be tagged in our inventory control system, please ask the Secretary or Administrative Assistant to log it into the event's list of assets and indicate where the item is or should be stored so it can be tagged: "Property of [Event Name]."

Thank you.

Get more details at: www.LynnFuhler.com

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WELCOME TO [INSERT CITY NAME]

We are pleased to have you participate in the Xth Annual [Event Name].

To make your stay is more enjoyable, we have included information on [City Name] and additional information about the [Event Name] in this packet.

The Talent Hospitality Tent/Green Room is located at the venue and is available for the exclusive use of the event's talent. It is located [insert details].

For those who have flown in, your security passes have been or will be provided to you by your driver. We regret space limitations and security considerations prohibit us from providing stage passes to anyone other than the contracted talent.

For those planning to drive themselves to the event, your individual stage passes and parking passes are included. Directions to the [Venue Name] and a map with the venue location are attached. A security officer will assist you in parking your vehicle once inside the gate. Please note: some roads will be closed during the event so GPS mapping features may not bring you to the proper entry location.

We recommend you use the services of our Transportation Committee to travel from the hotel to the venue and back. They will have access to a special route with less traffic congestion. Please call the Transportation Committee Chairman at XXX-XXX-XXXX to make arrangements between X:XX p.m. to X:XX p.m. (insert time zone).

A telephone number is available at the venue only for emergency use during the event. The number is XXX-XXX-XXXX.

Details are now being finalized for the [related event] to be held at [Venue/Location, Street Address, City] on [XXXday and XXXday, Month Date to Date] from X:XX p.m. to X:XX p.m. We invite you to attend and participate.

Thank you for making this the best [Event Name] ever!

Sincerely,

Entertainment Committee Chairman

Talent Hospitality Coordinator

**PRE-MEETING EMAIL
FOR APPROVED CONCESSIONS/VENDORS**

YOU ARE INVITED

Because of the amount of planning required to make all aspects of the Xth Annual [Event Name] run smoothly, a planning meeting has been scheduled with all participating concessionaires on

Day of the Week, Month Day, 20XX at X:XX a.m. or X:XX p.m.
[Location], [Physical Address, City, State and Zip Code] and [Phone Number]

Every possible question will be answered at that time as key contacts will be available to address electrical or power sources and limitations, health department requirements, water and sewer access and garbage collection. We'll also discuss vehicle access before the event, concession area security passes, parking and parking permits, availability of ice, port-o-lets and order forms for event tee shirts for your volunteers and workers. We will discuss the possibility of the event renting a refrigeration storage truck, too.

If using an online registration system prior to this meeting, send a private invitation with a link to the selected vendors requesting this information:

Concessionaire Name: _____

Contact Name: _____

Restaurant/Organization Name: _____

Contact Business Number: _____

Contact Cell Phone: _____

OK to send Texts to Cell: Yes No

List Electrical Requirements

Wattage: _____

Voltage: _____

Type of equipment to be used during the event: _____

Ice

Will you need ice during the event? Yes No

List Insurance Information:

Workers compensation insurance provider: _____

Policy number: _____

Effective date: _____

Please send your Company's/Organization's Certificate of Insurance to:

Concession Committee Chairman

[Event Name]

Mailing Address

City, State and Zip Code

Or ask it be scanned and mailed to the Concession Committee Chairman

generic email address@[EventName].com

Refrigerated Storage Truck

We would be interested in storing food products in a refrigeration truck, if one would be available. I understand, we would be allowed to store products at our own risk, based on space available.

Yes No We would be interested in using the refrigerated storage truck.

Tablecloth Orders

The event recommends X per day, per table. I would like to purchase X tablecloths at \$XX.00 each. I understand I will be required to pay for them by cash or check at time of delivery.

Yes No I would like to order X tablecloths at \$XX.00 each.

Security Badges

The number of people permitted in the concession area is limited. Indicate the number of persons you plan to have working at your concession each day (or, if desired, set a limit per concession).

Set Up: _____

Day #1: _____

Day #2: _____

Day #3: _____

Day #4: _____

Load Out: _____

Concessionaire Banners

The sign vendor creating the [Event Name] banners has offered to also create two-foot by eight-foot (2'x8') banners to hang above each of the concession booths. These will have grommets placed on all four corners plus the middle of the longest edges. The sign vendor will install these on set-up day at no additional charge.

Yes No I would like to purchase banner(s)/sign(s) at \$XXX.00 each.

Total booths: _____

Please send your logo directly to: name@signvendor.com

The following file type is required: four-color .eps file.

Yes No I will be providing my own sign to meet the two-foot by eight-foot

(2'x8') requirements.

RESOURCES

FESTIVAL & EVENT ASSOCIATIONS by STATE and REGION

Arizona

Festival Event Association of Tucson and Southern Arizona
<http://featsaz.com>

Arkansas

Arkansas Festivals and Events Association
<http://www.arfea.org>

California

California/Nevada Festivals and Events Association
<http://www.calfest.org>

Colorado

Colorado Festivals and Events Association
<http://coloradofestival.com>

Florida

Florida Festival and Events Association
<http://www.ffea.com>

Greater Miami Festivals and Events
<http://www.FestivalsMiami.com>

Illinois

International Live Events Association
<http://www.ileahub.com>

Indiana

Indiana Festivals
<http://www.indianafestivals.org>

Kansas

Kansas Fairs and Festivals Association
<http://www.kansasfairsassociation.com>

Kentucky

Kentucky Festivals and Events Association
<http://kfea.com>

Louisiana

Louisiana Association of Fairs and Festivals
<http://www.laffnet.org>

Michigan

Michigan Festivals and Events Association
<http://www.mfea.org>

Minnesota

Minnesota Festivals and Events Association
<http://www.mnfea.com>

Missouri

Missouri Association of Fairs and Festivals
<http://www.mofairs.org>

Nevada

California/Nevada Festivals and Events Association
<http://www.calfest.org>

North Carolina

North Carolina Association of Festivals and Events
<http://ncfestivals.com>

Ohio

Ohio Festivals and Events Association
<http://ofea.org>

Oregon

Oregon Festival and Events Association
<http://www.oregonfestivals.org>

South Carolina

South Carolina Festival and Event Association
<http://scfea.com>

Texas

Texas Festivals and Events Association
<http://www.tfea.org>

Utah

Utah Association of Fairs and Events
<http://www.utahfairsandevents.org>

Washington

Washington Festivals and Events Association
<http://www.wfea.org>

Resources continued

West Virginia

West Virginia Association of Fairs and Festivals
<http://www.wvfairsandfestivals.org>

Southeast U.S.

Southeast Festival and Events Association
<http://www.southeastfestivals.org>

International

International Festivals and Events Association
<http://www.ifea.com>

Canada

Festivals and Events Prince Edward Island
<http://www.festivalspei.com>

Festivals and Events Ontario

<http://www.festivalsandeventsontario.ca>

Ottawa Festivals

<http://www.ottawafestivals.ca>

Ireland

Association of Irish Festivals and Events
<http://www.aoifeonline.com>

United Kingdom

The Association of Festival Organisers
<http://www.festivalorganisers.org>

National Outdoor Events Associations
<http://www.noeca.org.uk>

FOOD, BEER, WINE & SPIRITS ORGANIZATIONS

American Brewers Guild

<http://abgbrew.com>

Wine and Spirits Wholesalers of America

<http://www.wswa.org>

American Homebrewers Association

<http://www.homebrewersassociation.org>

WineAmerica

<http://wineamerica.org>

American Institute of Wine and Food

<http://www.aiwf.org>

Wine Institute

<http://www.wineinstitute.org>

Brewers Association

<https://www.brewersassociation.org>

Wine Market Council

<http://winemarketcouncil.com>

National Food Truck Association

<http://www.nationalfoodtrucks.org>

World Food Travel Association

<https://worldfoodtravel.org>

National Restaurant Association

<http://www.restaurant.org>

MUSIC LICENSING

Broadcast Music, Inc.®

Music Users > Licensing <http://www.bmi.com>
877-264-2137, 888-689-5264

**The American Society of Composers,
Authors and Publishers (ASCAP)**

<http://www.ascap.com>

Resources continued

ORGANIZATIONS

Main Street America™

<http://www.preservationnation.org/main-street>

SUPPLIERS

American Pyrotechnics Association

<http://www.americanpyro.com>

Drum Corps International

<http://www.dci.org>

**International Amusement & Leisure
Defense Association**

<http://www.ialda.org>

Mid America Horse Show Association

<http://www.midamericahorseshow.org>

National Fireworks Association

<http://www.nationalfireworks.org>

**National Independent Concessionaires
Association, Inc.**

<http://www.nicainc.org>

Portable Sanitation Association International

<http://www.PSAI.org>

SECRETS to SUCCESSFUL EVENTS



How to Organize, Promote and Manage
Exceptional Events and Festivals

LYNN FUHLER

Whether you're a first-time event organizer or a seasoned pro, you'll learn how to plan, implement, promote and manage festivals and community events of all sizes. This essential handbook walks you through each step of running a successful event in a logical progression.

- Discover how to find your organizing committee and on-site volunteers.
- Explore event themes for music, food, wine, beer, books, film and air shows.
- Find out what sponsors need and want, and how budgets, money handling and online ticket sales work.
- Master the key components of marketing a festival, and social media and publicity strategies to use before, during and after your event.
- Learn the steps to book talent – headliners, artists, speakers, musicians, pilots, performers, winemakers, authors, chefs, entertainers and brewmasters.
- Review revenue generating options and what's needed to sell food, drinks and merchandise.

You'll find a wealth of insights, tips, tools and resources based on the author's years of hands-on experience.

"Lynn Fuhler learned from the best ... and became a leader in the field. She has been where you are headed and knows how to guide you. It's all here in her detailed roadmap."
— Bob Andelman, host/producer, *Mr. Media Interviews*, mrmedia.com,
and co-author of *Built From Scratch*, *Fans Not Customers* and *The WaWa Way*

"I know firsthand, having attended events all over the world, that they are one of the key reasons people travel. This book offers a comprehensive look at how to organize a festival or to make a great event even better, providing more reasons to make travel plans."
— Kendra Thornton, owner and president of *Royal-Travel.com*

"Required reading for any event planners who seek to grow attendance from anyone beyond the reach of their local market."
— Erik Wolf, Executive Director, *World Food Travel Association*

"Lynn Fuhler is an expert in event planning, and she has put all of her knowledge into this must-read book."
— Dr. Steven V. Cates, Graduate Professor



LYNN FUHLER

Lynn Fuhler is a consultant, speaker and author who has successfully organized festivals and events throughout her career. The former tourism director of Clearwater Beach, FL, she has worked extensively in hospitality marketing. She is the former chairman of the all-volunteer Clearwater Jazz Holiday, then the largest free jazz festival in the Southeast U.S. An Illinois native, Fuhler holds a travel and tourism degree from St. Louis University. Now based in North Carolina, she is co-founder of Flying Compass.

Other Publications from Lynn Fuhler:

Secrets to Successful Events Resource Guide

40+ Essential Forms and Resources to Save You Time and Money