



Dia de Los Reyes Festival
Saturday, January 8, 2022

Committee Assignments and Responsibilities

Steering Committee

Leadership Team: Vanessa Chaviano, Aida Proenza, Brittany Belaunzaran, Erica Luque

Event Chair(s): Vanessa Chaviano

- Sets vision and goals in alignment with budget
 - Leads meetings, sets & follows agenda for efficient meetings
 - Helps recruit new members as needed and works with committee
 - *Vanessa Chaviano* - “keeper of the budget,” TV spokesperson or recruiter of new spokespeople
 - provide expertise, help create timeline & help facilitate the development of training materials for committee chairs (will be more available closer to the event), support ROS chairs
 - Provide marketing materials & timeline in accordance to LL branding, support chairs, facilitate inter-committee communication
 - provide expertise, help facilitate connections, support Venue committee (will be less available closer to the event)
 - Works with committees to communicate, reinforce and adjust as needed
 - Follow up and support committee chairs to help ensure members are actively engaged, recording attendance, notes taken/shared to facilitate process and to help newer committee members engage and integrate over time
 - Model and support clear communication/expectations related to decisions and action items at all levels
 - Assists in group-level coordination and collaboration including calendar/ timeline development, and reinforces deadline compliance as needed
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Marketing, Social Media & Communications

Chair(s): Vanessa Chaviano

Committee Members: N/A

- Create and monitor Google/PDF forms to capture information for Entertainment, Vendors, Financial & In-Kind Sponsors
- Promote LL, tell LL stories & promote the brand in accordance to LL guidelines; including developing social media posts for FB, Instagram etc.
 - Secure Photographer



- Coordinate multi-channel marketing strategy & execution (TV, print, radio, web, direct mail, email & social media)
 - **PR - Media**
 - New-stations and Newspaper
 - Schedule Live Interviews etc.
 - **Social Media Campaigns**
 - Sponsorship
 - Event
- Engage all stakeholder groups through online (website & social media) and printed materials (posters & postcards), including appropriate sponsor logo placement
 - **Website Landing Page**
 - Event Details
 - Sign up for text Updates or email Updates
 - Volunteers Sign Up
 - Sponsorship Packages & sign up
- Coordinate, review design of a quality, color printed program which may include paid advertising in cooperation with LL
 - **Volunteer Shirts**
 - **Printed Collateral**
 - Site map
 - Sponsorship Yard signs
- Develop program content to ensure on-time event start and completion: timing (set up, event/program, tear down), script (with A/V cues) & coordinate with appropriate committees
 - Walkie-Talkies for Event | Event Management Communication
- Ensure timely and seamless communication with Local Heroes, entertainment, etc.
- Serves as the point of contact and relays assignments and instructions on the day of the event, including event support for Steering Committee
- Provide necessary media to A/V (video clips, photos, slides) as created by the Marketing committee
- Work with LL staff to coordinate publicity and recognition/thank-you's for all involved with the event
- Coordinate with other committees as needed

Budget and Sponsors:

Chair(s): Aida Proenza

Committee Members: Vanessa



- Works collaboratively with ED & board to identify and solicit financial sponsors and in-kind sponsors; ensures each sponsor receives all promised benefits
 - Table/Booth Vendors
 - Volunteer Shirt Sponsor
 - Yard signs Printed for Sponsors
 - Entertainment Area Sponsors | They get a Yard Sign at the Location
 - Media Spot Sponsor
 - Children's Gifts (Each entity Donates an Item for Kids Gift Bags)
 - Determines budget and monitors expenses, adjusting and enforcing as necessary
 - Track sponsors & sponsorship types
 - Collect Payments
 - Works to identify and solicit financial sponsors and in-kind sponsors
 - Coordinate with communication team to maximize event attendance and recognition pre, during and post-event
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Venue

Chair(s): Brittany

Committee Members: Vanessa

- Coordinate with ED and venue staff to determine the flow of the entire event, layout, vendors, entertainment, etc. to create a seamless experience for all participants using past feedback as needed
 - Need capacity Count for the location
 - Permits
 - Electricity
 - Bathroom Facilities
 - Trash Containers
 - Site Map
 - Section out Site map with:
 - Vender spots
 - Food Trucks
 - Booth/table Sponsors
 - Municipalities | Sheriff, Police, Fire, Swat
 - Eating Areas
 - Main Stage Area
 - DJ



- Announcements/ etc.
 - Entertainment Areas throughout Site
 - Domino Tournament
 - Three Kings (In costume) | LL, Inc Photo Op
 - Children Activities:
 - Bounce House - TBD
 - Face Painting - TBD
 - Outdoor Activities / Games
 - Solicit proposals for multimedia/AV support, auctioneer & event photographer(s) and coordinate these leading up to and throughout the event
 - Site Map for Guests | Virtual or Printed
 - Sponsors can be featured here
 - Coordinate with Volunteer Committee in advance to determine appropriate uses and best fit for volunteer solicitation; coordinate an event walk-through
 - Coordinate with ROS, Volunteer & Budget Committees to determine to premiere seating/table locations & check-in process
 - Coordinate with other committees as needed
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Vendors and Entertainment:

Chair(s): Erica

Committee Members:

- Identify the location and coordinate local dance entertainment groups
 - School Bands
 - SWAT Live Example
 - Musicians
 - Singers
 - DJ
 - Latin Dancers | Bomba y Plena <https://youtu.be/yqdWaWAlZ0s>
 - Cigar Rolling Demonstrations
- Determine the flow and order of the show
- Step & Repeat FESTIVAL Picture area w/ Three Kings
- Three Kings Costumes
- The History & Story of Three Kings Day
 - Share with the Kids - Coloring Book
- Facilitate and direct run-through for entertainment



- Solicit and coordinate vendors
 - Security - *TBD*
 - Follow up with LL Board Members and other committee members on solicitations
 - Create numbers and location for the day of the event
 - Strong collaboration and organizational skills are required
 - The ability to engage in teamwork, work well with other volunteers is a priority
 - Coordinate with other committees as needed
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Volunteer Coordinator

Chair(s): Aida Proenza

Committee Members:

- Coordinate with all committees in need of volunteers to ensure a seamless experience for all guests
- Create volunteer positions and recruit via Signup.com and train as needed
 - Collect Volunteer Applications
- Coordinate volunteers for the event including set up, event execution, and tear down
 - Manage & Coordinate:
 - Time
 - Locations
 - Job responsibilities
 - Communication
 - Attendance
- Coordinate Volunteer Shirts Distribution
 - Sponsors can be featured here as well
- Schedule an on-site visit and walk through
 - **Volunteers Needed for:**
 - Children Areas
 - Day of AM Set-Up
 - Day of PM Break-down
 - People to Dress Up as the three Kings
 - Through-out Event Trash clean-up/change bags
- Recognize and thank all volunteers post-event