Dia de Los Reyes

Saturday, January 5, 2020

**Committee Assignments and Responsibilities**

**Steering Committee**

*Leadership Team: Vanessa Chaviano, Karin Rivera & Board Members*

***Event Chair(s):***

* 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* - “keeper of the budget,” TV spokesperson or recruiter of new spokespeople
    - provide expertise, help create timeline & help facilitate development of training materials for committee chairs (will be more available closer to the event), support ROS chairs
  + Karin - 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

**Marketing, Social Media & Communications**

*Chair(s):*

*Committee Members:*

* Create and monitor Google/PDF forms to capture information for Entertainment, Vendors, Financial & In-Kind Sponsors
* Promote LL, tell LL stories & promotes 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** (Their needs to be a sponsorship cut off)
  + **Printed Collateral** (If any)
    - 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
* Coordinate with Communications Committee to 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):*

*Committee Members:*

* Works collaboratively with ED & board to identify and solicit financial sponsors and in-kind sponsors; ensures each sponsor receives all promised benefits
  + Table/Booth Venders
  + Volunteer Shirt Sponsor
  + Yard signs Printed for Sponsors
  + Entertainment Area Sponsors | They get a Yard Sign at the Location (These are cheap)
  + Media Spot Sponsor
  + Children’s Gifts (Each entity Donates an Items 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

**Venue**

*Chair(s):*

*Committee Members:*

* Coordinate with ED and venue staff to determine flow of 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
        + Live Bands
        + Dance Floor
        + Announcements/ etc.
      * Entertainment Areas throughout Site
        + Domino Tournament
        + Three Kings (In costume) | LL, Inc Photo Op
        + Children Activities:

Bounce House

Face Painting

Outdoor Activities / Games

* + - * + School Bands LIVE
        + Small bands / Musicians
        + Cigar roller Demonstrations (Cigar Bar)
        + Hispanic Culture Dancers
        + Bomba y Plena
* Solicit proposals for multimedia/AV support, auctioneer & event photographer(s) and coordinate these leading up to and throughout 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 premiere seating/table locations & check-in process
* Coordinate with other committees as needed

**Vendors and Entertainment:**

*Chair(s)*

*Committee Members:*

* Identify location and coordinate local dance entertainment groups
  + School Bands
  + SWAT Live Example
  + Officer dance to Cowboy boogie
  + Musicians
  + Singers
  + DJ
  + Latin Dancers | Bomba y Plena <https://youtu.be/yqdWaWAlZ0s>
  + Cigar Rolling Demonstrations
* Determine flow and order of 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 - *Should be okay here?*
* Parking
  + Count # of individual in vehicle to keep track of guest count.
* Follow up with LL Board Members and other committee members on solicitations
* Create numbers and location for day of event
* Strong collaboration and organizational skills are required
* Ability to engage teamwork, work well with other volunteers is a priority
* Coordinate with other committees as needed

**Volunteer Coordinator**

*Chair(s):*

*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 on site visit and walk through
  + **Volunteers Needed for:**
    - Children Areas
    - Day of AM Set-Up
    - Day of PM Break-down
    - Parking Coordination
    - Through-out Event Trash clean-up/change bags
* Recognize and thank all volunteers post event