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