



Special Event Planning Form

Event Name: _____

Staff Responsible / Department: _____

Date: _____ Time: _____

Event Description: _____

Location: _____

Cost: _____ Estimated Guest Count: _____

Online Registration: Y N

Committee of Staff involved: _____

Sponsors: _____

Volunteers Needed: _____

Supplies and Rentals Needed: _____

Food and Beverage Needs: _____

Attach supplemental forms including Budget, Event Timeline, Marketing Plan, and Run Of Show.



Special Event Marketing Plan

Plan should be coordinated with the Communications Director 12-16 weeks in advance of the event

Georgia Trust Media:

Website – GeorgiaTrust.org

Eblasts – 3-4/year to over 4,000 addresses

Social Media – Facebook, Twitter, etc.

Websites (event postings): *(as soon as information is available)*

Banners of Other signage needed: *(6 weeks in advance for productions)*

Printed Materials Needed: *(8 weeks in advance) Program, map, invitation, fliers, etc.*

Other marketing ideas:

Fun Facts

Know Before you Go E-blast *(1 week prior to attendees and 10 days to Comm. Dir.)*

Sample Event/Marketing Timeline

NOTES: This will vary greatly by event. Be sure to include marketing deadlines!
Items in italics are typical of larger events.

6 Months Out

- Prepare special event planning form – name, description, etc.
- Complete potential sponsor list
- Write/update sponsor request letter
- Contact in-kind sponsors

5 Months Out

- Committee meeting #1
- Send out sponsor request letters
- Make sponsor follow up calls
- Create list of potential volunteers
- *Revise volunteer job descriptions as needed*
- *Research and submit any permits, permissions, etc.*

4 Months Out

- *Post volunteer positions*
- Contact potential volunteers
- Meet with Traci re: graphic identity (name/tagline, colors, logo, etc.), marketing plan/deadlines

3 Months Out

- *Send out e-blast requesting volunteers*
- Research and post on blogs/websites/etc.
- Begin e-blast campaign

2 Months Out

- Secure all rentals, sources of supplies
- *Secure all prizes and/or giveaways*
- Hire caterers
- *Distribute flyers*
- *Design and order banner(s)*
- Secure ALL sponsors by deadline for invitation design
- Generate all text for printed materials – invites, maps, programs, fliers, etc
- Invitations designed, reviewed, finalized
- *Invitations to printer*

7 Weeks Out

- *Invitations to mail house*
- Other printed materials designed