12-Month Timeline

Short Form: month-by-month event timeline

**12 months before your event**

 Develop your event strategy, set date, times and rain date;

 Decide what your event components will be (food? Entertainment? Rides? Crafters? What?);

 Take inventory of your event … what you have that will benefit sponsors and media partners; develop your sponsorship fact sheet; start soliciting media partners and sponsors.

**11 months before your event**

 Start your volunteer recruitment;

 Continue sponsorship solicitations;

 Develop media list with contact names, addresses, telephone numbers, email addresses, fax numbers, deadlines, etc.;

 Develop your marketing plan (posters? Flyers? Banners? Table tents? PR plan?).

**10 months before your event**

 Apply for community funding;

 Apply for all your permits (site, banners, etc.);

 Continue sponsorship solicitations;

 Send out first press release and public service announcement to print and electronic media, announcing event;

 Contact local, regional and national tourism offices to get onto their date calendars;

 Start soliciting talent if you are having entertainment;

 Prepare vendor solicitation forms (food, crafters, commercial displays);

 Place ads in Sunshine Artists and other crafter publications, notifying them of your event and how to get an application.

**9 months before your event**

 Develop an event handbook, who does what;

 Start volunteer training;

 Continue sponsorship solicitation;

 Solidify your media partnerships.

**8 months before your event**

 Contact fire, police, first aid and sanitation departments to explain event and get their cooperation /participation;

 Continue soliciting and selling sponsors;

 Do first vendor mailing (food, crafters).

**7 months before your event**

 Do second public relations mailing;

 Start contacting radio and TV for interviews to promote your event;

 Submit magazine articles regarding your event;

 Do site survey.

**6 months before your event**

 Order tents, staging, sanitary facilities … all on-site materials needed to produce your event;

 Establish volunteer responsibilities;

 Do third press release;

 Develop event-specific website (hyperlink to your current site);

 Meet with current sponsors to discuss the involvement of **their** PR people.

**5 months before your event**

 Develop collateral material (posters, flyers, banners, table tents, etc.);

 Continue sponsorship solicitation;

 Complete talent negotiations and solicitations; mail contracts, deposit checks, confirmations to talent;

 Continue public relations activity.

**4 months before your event**

 Solicit PR material from sponsors, talent and vendors;

 Continue sponsorship solicitation;

 Continue public relations activity;

 Print all collateral material.

**3 months before your event**

 Do an event review … what’s missing? Not enough money? Not enough volunteers? Not enough vendors? Talent cancellations? Decide what areas need greater effort on your part.

 Continue sponsorship solicitation;

 Continue public relations activity.

**2 months before your event**

 Send sponsor, vendor, food and talent confirmation letters;

 Continue PR activity;

 Order volunteer t-shirts;

 Develop media partner’s collateral material (if doing an advertorial, write copy for them; if radio partners, provide them with the appropriate sponsor tags and event copy; if cable or TV partners, provide them with event spots).

**1 months before your event**

 Put up street banner;

 Distribute collateral material;

 Put up table tents;

 Re-confirm talent;

 Increase PR activity;

 Meet with volunteers and give assignments;

 Re-confirm on-site support services (tents, sanitation facilities, staging, lighting, etc.);

 Re-confirm municipal services (police, fire, sanitation, etc.).

**One day before your event**

 Do final site survey and walk through;

 Re-confirm all services (tents, port-a-potties, etc.);

 If an outdoor event, check the weather channel;

 Alert local police and Chamber of Commerce as to contingency plan if bad weather.