

## Amerivespa Event Planning

### Local host vs. VCOA

#### Local host

- Find venues (lodging, meet&greet, party, vendor marketplace, concourse, banquet, games)
- Find entertainment
- Arrange and conduct rides
- Arranges and conduct scooter games
- Help sell raffle tickets
- Receives ½ of raffle ticket sales(if the host club supplies a raffle bike)
- Solicit for raffle prizes (both locally and nationally)
- Solicit for local sponsors
- Get local schwag, for example, chamber of commerce maps of the area, discounts from local businesses
- Receive shipments of prizes, shwag, poster, t shirts, patches, etc.
- Promote the event (use host's mailing list & contacts, post posters, mail postcards, contact locals, contact Chamber of Commerce, local news, politicians, businesses, etc.)
- Inform local authorities, if appropriate, of event
- Create and Print program
- Provide logistical help for set up, moving registration stuff, raffle stuff
- Stuff rally bags
- Provide bodies to help in registration process
- Is allowed registration for staff and active helpers from scooter club.

#### VCOA

- Approve artwork
- Approve venues
- Pay/Negotiate costs with venues
- Solicit for raffle prizes (nationally)
- Solicit for sponsors (nationally)
- Issue press release
- Manage the on-line & walk-on registration
- Manage finances for the event including registration, raffle, sales of official event merchandise
- Sell raffle tickets
- Package raffle prizes
- Obtains insurance coverage
- Liability waiver forms
- Sell extra t shirts, patches, posters
- Sell VCOA stuff, memberships
- Concours—judging, awards, categories
- Manage website
- Banquet program
- Official photographer
- Creates current Amerivespa web site
- Sets up registration payment page.
- Promotes Amerivespa through social media (FB, Twitter, etc)

## Artwork

- Get artwork by June or sooner so it can be included on the Sponsor request in September
- Include element(s) unique to the location, something iconic
- Should reflect the personality/taste/essence/spirit of city or area,
- Include a scooter(s), "AMERIVESPA", year, number, name of city, "Vespa Club of America", host name
- Must translate well to t-shirt and embroidered patch
- Use for website, poster, t shirt, embroidered patch, sticker, postcard
- Pay artist flat fee up to \$500 based on reputation, experience, quality
- VCOA has rights to reproduce and use artwork as needed, promotionally and commercially, for the event
- Artist retains rights to reproduce artwork but cannot sell items with artwork during the event.

## Poster

- 11x17" – PPrint.com is a good printing service
- Heavy paper
- Cost per poster should be less than sale price
- Recommended sale price is \$20
- Display one, roll & box others for sale and transportation. Keeps posters from getting damaged in transit.

## T shirt

- Heavy weight
- Men & women's sizes
- Order quantity and sizes based on registration information, and previous years estimates
- Given when people check in at registration.

## Patch

- Include 1 in each rally bag
- Sell extra patches
- Recommended sale price is \$5-8
- Cost to produce patch should be less than sale price.
- Design should translate to patch
- Embroidered, iron-on
- Include in rally bag

## Rally Bag

- Tote or backpack (should be sponsored)
- Artwork printed on bag
- Stuff with all schwag including printed program
- Do not insert t-shirt
- Give T-Shirt when people check in at registration

## Badge

- Printed on heavy weight paper, about 4"X6"
- Include emergency/contact information & numbers on back
- Numbered
- Include space to write name or adhere sticker with name
- Inserted into clear sleeve with lanyard attached

- VCOA provides clear sleeve and obtains lanyards
- Artwork on front

#### Printed program for event

- Created by local host – Paid or reimbursed by VCOA
- Include maps (if possible)
- Include daily schedules
- Include schedule and location for registration
- Include raffle drawing schedule & prizes
- Include sponsors
- Include concours category information
- Favorite local restaurants/bars/entertainment
- Include in rally bag

#### Budget

- Cost per person should be about \$60.

#### Registration

- \$75 members
- \$90 registration with 1st time membership.
- \$125 non members
- Registration includes all event pass, rally bag, t shirt, patch, other donated schwag.
- NO DAY PASSES

Venues- Thursday meet and greet, Friday party or entertainment, rides, slow race, gymkhana

#### Lodging

- Provide variety of hotel options including inexpensive (\$170.00 or less) if available
- Provide camping option if possible
- Do not enter contract that includes penalties for not meeting minimum number of room nights.
- Lodging options should be close to the venues
- Must negotiate group rate--Estimate for the main hotel is 75 rooms on Thursday & 100 rooms each on Friday & Saturday
- Have reduced room rate available from Monday or Tuesday before the event and extended to Monday or Tuesday after the event.
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#### Banquet

- Estimated attendance is 500; range is 400 to 750
- Held on Saturday
- Doesn't have to be at a hotel
- Need audio/visual equipment including microphone, projector, screen
- Concours awards done at banquet

#### Schedule

- Thursday – Rides, Meet and Greet
- Friday – Rides, Party
- Saturday – Concours, Rides, Banquet
- Sunday – Gymkhana, slow race, other scooter games, Rides, Final Raffle

- You might consider doing scooter games on Saturday if it is preferable to end the rally midday on Sunday with a breakfast and final raffle. Finishing up by 12:00 or 1:00 to allow people to head home early.

#### Registration

- Have set exact times/schedule for registration& include schedule in program and on website
- Have work schedule for those working on registration check in
- 1 pass for weekend
- Day passes are not recommended as it devalues weekend pass
- Close pre-registration on 1 month before event
- Get list of registered by Wednesday. Make 3 copies.
- Check off names on list when register.
- Give pass, lanyard, t shirt, and rally bag to registrant
- Post poster or projection of events
- Take credit card payments for onsite registration
- \$ from registrations, t shirts, patches, posters go to VCOA
- make sure everyone signs the wiver

#### Vendors

- Host to find venue for vendor marketplace—area for about 20 tents
- Vendor venue should be near registration and have three days.
- VCOA to have space to sell event stuff and VCOA stuff
- VCOA manages sale of vendor spaces

#### Raffle

- Target \$8k total sales
- ½ goes to local host, ½ goes to VCOA if local club provides scooter for raffle
- Raffle packages put together by VCOA (combine smaller items together)
- Need raffle ticket tumbler (rent if not available)
- VCOA to provide raffle tickets.
- Use different color tickets
- Keep track of start and end numbers of ticket rolls for a count of the tickets sold.
- The # of tickets sold should correspond, roughly, with the \$ collected.
- Count the raffle ticket \$ in the presence/with the help of the local host.
- A check will be sent to the local club after the event.
- Raffle a few prizes on Thursday and Friday. Post numbers at raffle table and on Facebook.
- Raffle a big prize (scooter) at the banquet. Promote sales throughout the banquet.
- Have list or picture of prizes available at raffle table.
- Post rules of raffle
  - \$1 per ticket
  - Must be present to win
  - Numbers drawn on Thursday and Friday will be posted. Prizes must be claimed before final drawing on Sunday. Unclaimed prizes will be raffled on Sunday.
  - Once drawn, the ticket is removed from the raffle.
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- Post schedule for drawings
  - Draw 5 winners on Thursday evening
  - Post winning numbers on Friday.
  - Draw 5 winners on Friday evening
  - Post winning numbers on Saturday.

- Draw winner of big prize on Saturday. Note: ticket sales are increased by raffling off one scooter on Saturday. Whomever sponsors the banquet should have their scooter raffled on Saturday
- Draw for the rest of the prizes on Sunday.
- Winners must be present to win on Sunday.
- Use Facebook/Twitter/etc to announce prizes, drawing times, winning numbers.

#### Volunteers

- Raffle ticket sales
- Registration

#### Advertising

- Make use of mail list. Try to get local media to write up articles.

#### Banquet

- Sell raffle tickets
  - Raffle 1 scooter on banquet. Usually banquet sponsor (Vespa has been banquet sponsor last couple of years.
- Recognize notables
- Recognize scooter clubs
- Thank sponsors
- Thank local hosts
- Introduce judges
  - Concourse prizes
  - Project photos of winners
- Announce location of next year's event
  - Introduce the local host
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#### Rides

- Have water/food for people at end of the ride
- Have water/food at the vendors area
- Rides must leave on time, not scooter time.

#### Planning time line.

proposals due March 1st one year before event

Artwork Needed June year before event

Sponsor kit finished September 1st year before event

October is first round of sponsor request. Many motor sport companies plan their budget in Oct.