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## RODEO CLINIC TIMELINE

### AT LEAST 6 MONTHS PRIOR TO EVENT

- Initial Committee Meeting
- Distribute Job Descriptions
  - Suggest putting together a three-ring binder that Committee Chairs can add to each
- Meet once a month or bi-weekly, as needed
- Determine Date(s) of Event
- Treasurer Report
  - Determine Event and individual Committee budgets
- Committee Chairs should report at every meeting on progress. Event Chair needs to hold them accountable!
  - Sponsorship Committee
    - Determine Sponsorship Levels and Benefits
    - Update Sponsorship Request Letter
    - Work with Marketing Committee and meet with media organizations to solicit in-kind sponsorships
    - Update VIP Committee on VIP list
  - Marketing & Public Relations Committee
    - Draft of Save the Date postcard
    - Work with Sponsorship Committee and meet with media organizations to solicit in-kind sponsorships
    - Ensure CnC National has sponsor logos
    - Determine advertising options (please note, CnC National has many approved advertising options available for use)
      - ◆ Billboards
      - ◆ Newspaper(s)
      - ◆ Television
      - ◆ Websites (other than CnC websites)
      - ◆ Posters
      - ◆ Flyers
      - ◆ Brochures
    - Determine Event signage needed and/or existing that can be reused
    - Work with CnC to get approved marketing materials
    - Update local CnC website and Facebook, as well as other social media as applicable
      - ◆ Be sure to link to CnC National Facebook and website for added exposure
  - Rodeo Clinic Liaison
    - Coordinate Volunteer Cowboys & Cowgirls to instruct Event
      - ◆ Get names and shirt sizes and get appropriate shirts for Event attire
      - ◆ Communicate job description and expectations
    - Coordinate with Stock contractor to help get cowboys and handling the rough stock presentation part of Event
    - Coordinate a Bullfighter and Announcer to participate at Event
  - Logistics Committee
    - Confirm facility and rental agreement
  - VIP Committee



- Work with Sponsorship Committee to ensure an accurate list of VIP members
- Work with Hospitality Committee to make sure exciting and appropriate gifts will be ready for VIPs
- Hospitality Committee
  - Determine the decorations required for Event
  - Work with Sponsorship Committee and meet with organizations to solicit in-kind decorations and gift bags
  - Work with Sponsorship Committee to solicit gift bag items from qualifying sponsors
  - Update VIP Committee on VIP 'perks' list
- Food and Beverage Chair
  - Coordinate with the caterer and get contract signed no later than 60 days in advance of the event
  - If alcohol is available at Event, coordinate with the liquor license holder and get contract signed no later than 60 days in advance of the event
- Registration Chair
  - Determine open and close dates for registration
  - Coordinate with Sponsorship Committee Chair to determine sponsor registration procedure
  - Coordinate with VIP Committee Chair to determine VIP registration procedure
- Raffle & Auction Chair
  - Form Committee to solicit items for raffle and live & silent auction
  - Solicit Big Ticket items (i.e. guns, CnC buckle or jewelry, jacket, travel package, etc.)
  - Coordinate with Treasurer so donated items are tracked and recorded
- Volunteer Chair
  - Work with Logistics Committee Chair to determine the number and types of volunteers needed before, during, and after Event

### **At Least 3 Months Prior to Event**

- Start meeting twice a month
- Committee Chair Updates
  - Treasurer
  - Sponsorship Committee
  - Marketing & Public Relations Committee
  - Logistics Committee
  - VIP Committee
  - Hospitality Committee
  - Raffle/Auction Committee
  - Food and Beverage Chair
  - Registration Chair
  - Volunteer Chair
- Finalize timeline for day of event
- Committee reports
- Update raffle/auction items
- Confirm caterer/food prep
- Gift bags need to be confirmed
- Schedule radio morning shows, advertising, community calendar, etc.

## 2 Months Prior to Event

- Meet weekly
- Committee Chair Updates
  1. Treasurer
  2. Sponsorship Committee
  3. Marketing & Public Relations Committee
  4. Logistics Committee
  5. VIP Committee
  6. Hospitality Committee
  7. Raffle/Auction Committee
  8. Food and Beverage Chair
  9. Registration Chair
  10. Volunteer Chair
- Get list of all volunteers with their contact information from Volunteer Chair
- T-shirts need to be ordered
- Buckle needs to be ordered
- Posters/marketing/flyers volunteers
- Go over timeline in every meeting
- Event Timeline
- Pre-show Timeline
- Confirm Security
- Order T-shirts
- Work with printer on name tags, etc.

## Month of Event

- Sponsors!!!!
- Registrations!
- Event Timeline
- Committee reports
- Confirm all gift bag items
- Confirm date and time with volunteers to assemble gift bags and organize excel spread sheet (normally about 2 days before event)
- Call printer to confirm handouts/programs and name tags
- Confirm:
  - Photographer
  - Bullhorn
  - Sound System
  - Food and Beverage
- Set a date and time for volunteer meeting before event. All volunteers must attend.
- Confirm all signage
- Schedule walk through of facility
- Draft final timeline
- Draft final Emcee timeline