

2016 Shag Festival Committees

1) Marketing

a) Chair - Pete Little

Co-Chair - Graham Osteen
Consultant - Kim Fox
Eric Spatz
Keith Wilson
Paul Yarborough
Sean Glassberg
Bill Crowther

b) Responsibilities (always check marketing budget for allowable expense)

- 1) Review marketing section in Shag Festival SOP manual on website
- 2) Work with Kim Fox on radio, TV, billboards (Po Boys billboard), SOS clubs
- 3) Get posters printed and distributed to retail locations
- 4) Coordinate with Logistics Committee on getting signs at bridges (Bob McCarley)
- 5) Cecil Chandler
- 6) Coordinate with Blessing of the Fleet (ticket station)
- 7) Keep Website and Facebook up to date, to include info about food options and parking
- 8) Coordinate with Logistics Committee on arranging for a Friday night event - like a "pre-party" for sponsors with a DJ or special show

2) Fundraising

a) Chair - Paul Yarborough

Co-Chair - George Chastain
Kent Vanier
Ted Kohn
Sam Hamilton
Paul Seccomandi
Kim Kaminski
Keith Wilcox
Sam Doyle
Ed Bell
Mark Stevens

b) Responsibilites

- 1) Identify one or more large corporate sponsors who have not previously participated and seek support (i.e., SafeRack, Tupperware, banks, etc.)
- 2) Monitor progress of the "Band Teams" competition and keep team leads on target; encourage participation by all members
- 3) Report weekly on status of Band Team competition with progress boards, etc.
- 4) Get event and sponsor tickets printed and distributed in a timely fashion; identify ticket sales locations and make sure on-line ticket purchase is operational
- 5) Assemble and distribute sponsor packets, including tickets
- 6) Coordinate with Logistics committee on setting up event day fundraiser such as raffle, corn hole toss competition, and manage it on event day
- 7) Arrange for post-event thanks you ad for sponsors

3) Logistics

a) Chair - Keith Wilson

Co-Chair - Michael Elmore
Ann Hartis
Sean Glassberg
Sarah Smith
Frankie Hills
Ana Ferrer
Randy Dozier
Bob McCarley
Robert McCarley
Leslie Ayres
Betty Roberts
Annie Adams
Brenda England
Kim Kaminski
Alan Walters

b) Responsibilities (always check event budget for allowable expenses)

- 1) Secure tentage (including any smaller or pop-up tents), stage, and dance floors
- 2) Arrange for tables, chairs, and bleachers
- 3) Check on electrical, wiring, and lighting for tents and food areas; orange fencing; restroom trailer
- 4) Obtain city event permit and beer/wine permit, and event insurance through RI (Alan Walters)
- 5) Coordinate with Fundraising committee on updating Sponsor Boards
- 6) Secure decorative items such as fencing, plants, table cloths, Club banners, Governor's proclamation (Alan Walters), etc.
- 7) Obtain volunteer photographer for event
- 8) Secure necessary armbands and beverage tickets for event
- 9) Distribute sign-up sheets for event day teams, including entrance gate teams, clean-up/breakdown, etc. and coordinate event day set-up with team captains
- 10) Arrange for a "Shag Show" during first break (contact Charlie Womble and Jackie McGee, Ellen Taylor, "Shag Queen, Junior Shaggers)

4) Food and Beverages

a) Chair - Bob Keith

Co-Chair - Kirby Coker
Chris Carter
Dwayne Christen
Sandra Quinn
Tim Pence

b) Responsibilities (always check event budget for allowable expenses)

- 1) Secure vendors (check with Keith Wilson) for beer, wine, soft drinks, water (obtaining donations and discount prices where possible)
- 2) Secure food vendor(s) (check with Paul Yarborough and Keith Wilson) and make arrangements for delivery and set-up in appropriate location
- 3) Arrange for delivery and set-up on day of event with necessary ice, tables, tents, cups, etc.
- 4) Arrange for bartenders/servers and insure that tickets for sale of beverages are turned in at end of event- bartenders are paid
- 5) Assist Logistics Committee on day of event with set-up, manning entrance gates, securing gate receipts and assisting with deposits