

## **8 – 12+ Weeks**

### **Sponsorships**

- Schedule a sponsorship kick-off call with your Culinary Specialist
- Select revenue generating opportunities (ticket sales, cookbooks, sponsorship categories & goals)
- Get commitment from local businesses for Cooking School sponsorship, including appliance store and supermarket sponsorships
- Secure gift bag sponsorships

### **Promotion**

- Plan and begin marketing and promotion of Cooking School
  - Update TasteofHome.com event posting: <https://tasteofhomepartners.force.com/login>
    - The section to be updated is: WARNING: This information will be published on TasteofHome.com & TOH Email.
    - You have to “SAVE” your information.
  - Schedule local PR opportunities with your Culinary Specialist
  - Review the full list of ticket sales ideas: <http://tasteofhomeschools.com/ticket-sales/>

### **Logistics**

- Call the venue to confirm details (reservation, seating capacity, handicap accessibility, etc)
- Ensure sufficient parking for attendees
- Measure auditorium stage and display area
- Verify hot water source
- Verify availability of outlets, circuits, and 240-volt electrical power
- Arrange for use of an audio system
- Arrange for use of 1-2 projectors and projection screens
- Secure 2 ranges, 1 microwave and cart, 1 refrigerator
- Secure a kitchen countertop for on-stage recipe demonstrations that measures 8'x2.5' (optional)
- Select pre-show activities

## **4 - 8 Weeks**

- Begin ticket sales
  - Update TasteofHome.com event posting: Update TasteofHome.com event posting: <https://tasteofhomepartners.force.com/login>
    - The section to be updated is: WARNING: This information will be published on TasteofHome.com & TOH Email.
    - You have to “SAVE” your information.
- Schedule local PR opportunities with your Culinary Specialist
- Continue contacting local businesses for sponsorship, advertising, and gift bag items
- Secure volunteers for event (e.g., emcee, photographer, show assistants, equipment handlers, gift bag stuffers, greeters, registration card helpers, prize runners, etc.)
- Order wholesale cookbooks for sale at show
- Select florist, landscaper, designer, and/or furniture store to assist in decorating stage
- Check insurance policy

## **2 - 4 Weeks**

- Continue pushing ticket sales (review ticket sales ideas here: <http://tasteofhomeschools.com/ticket-sales/>)
- Source tables for use backstage, on-stage, displays, door prizes, etc.
- Arrange for an A/V technician to be available during the morning of show set-up
- Remind local sponsors to turn in gift bag handouts and coupons
- Make a diagram of the Vendor Booth Display Area
- Design and print show program and on-stage signs and banners
- Receive and inventory Taste of Home Cooking School shipment

## **1 Week**

- Push last-minute ticket sales
- Re-confirm venue timing and logistics
- Check venue lighting and traffic flow

- Arrange time for electrician to check power supply/hook-ups for stage appliances
- Arrange for show day delivery and set-up of appliances, projectors, and projection screens
- Assign vendor booth set-up times
- Collect door prizes and handouts and decide on appropriate distribution
- Provide grocery list to supermarket
- Deliver materials to printer and sign maker
- Make arrangements to assemble gift bags
- Communicate reminders and show information to all volunteers and show personnel
- Make arrangements for transport of all materials to auditorium the day of or day before the show

**NEWSPAPER MEDIA ONLY:**

- Run TOHCS full-page national sponsor ad and news releases
- Make all final arrangements for TOHCS Special Section

**Day Before Show**

- Confirm show day arrival time of Culinary Specialist
- Confirm with venue that all necessary equipment and supplies will be available by the time specified by the Culinary Specialist
- Confirm timely arrival of groceries and appliances
- Confirm timely arrival of all show assistants

**Morning of Show**

- Ensure all power hook-ups, extension cords, appliances, tables, groceries, onstage furnishings and shipped materials are ready prior to Culinary Specialist's arrival
- Locate trash containers and hot water source
- Check lobby, stage, and seating arrangements

- Label Vendor Display booths
- Hang banners
- Help Culinary Specialist unload his/her vehicle
- Assist Culinary Specialist with setting up the stage, lighting, camera, sound and video systems
- Ensure adult assistants are available to help Culinary Specialist with recipe preparations
- Have emcee available to meet with the Culinary Specialist to discuss the show timeline and emcee responsibilities
- Consider providing drinks and a light lunch for Culinary Specialist and his/her helpers (optional)

### **Night of Show**

- Designate container for Registration Card collection and arrange for personnel to collect Registration Cards
- Open doors early enough to accommodate seating of all guests. Have personnel at door to greet attendees and pass out gift bags
- Close Vendor Booths during Cooking School presentation
- Designate personnel to aid Culinary Specialist in case of an emergency or help with disgruntled guests
- Ensure availability of adult assistants for pre-show preparations and on-stage demonstrations
- Ensure photographer's arrival and that he/she captures all required photographs
- Help Culinary Specialist tear down stage and video equipment immediately after the show
- Clean and pack Culinary Specialist's equipment
- Load Culinary Specialist's vehicle
- Ensure Culinary Specialist receives the following items: 1 gift bag, top half of registration cards, samples of any printed publicity/promotional materials, affidavit of national sponsor spots (Radio/Television Media), 2 copies of TOHCS special section (Newspaper Media), 2 copies of screenshot of website (Television media) OR upload files via the Taste of Home Cooking School FTP site

## **Week After Show**

- Complete and submit “Event Partner Survey” and photographs
- Provide copies of follow-up publicity
- Send “thank you” letters to local sponsors and volunteers