



EVENT PLANNING GUIDE

Entertainment Events

We love connecting your hobbies and passion with meaningful impact. Whether you are a golf aficionado and want to host a tournament, a musician who wants to use your talents to give back, or just someone who loves bringing people together, we are ready to assist and equip you to create unique, fun events that bring access to clean water, health, education and so much more to communities throughout Uganda.

THE HOW

Entertainment events can be co-produced with UWP or on your own with UWP support. Here are some key ingredients for a successful event:

- 1.) Decide what type of event you want to host? - music concert, benefit, athletic competition
- 2.) Decide who you want to involve - who is your audience/who do you want there? Will this event be open to the public or do you have a specific guest list in mind?
- 3.) Identify your income streams - will you be looking for corporate sponsorship, donated items, will there be a ticket cost, etc?

UWP EXAMPLE

Three Tanks Tonight

We have some incredibly talented advocates of UWP. Three Tanks Tonight was born out of Mike and Mel Muscarella's desire to use their talent and love of music to impact people in Uganda. Mike and Mel are a part of a local band and wanted to put together a fundraising concert to install a Rainwater Collection System on schools in Uganda. Over the years, this event has developed and we've gotten into a pretty good rhythm. Hosted at a local bar/restaurant whose owner is a major player in helping plan the event, Mike and Mel take the lead on getting four incredible local bands into the lineup. Each band commits to raising \$100/band member to lead from the front and be active participants in helping us reach our goal for the evening. We have until the end of the event to reach our fundraising goal by means of personal donations, the door cost, raffle tickets, and working with the restaurant to get a share in the food and beverage profits from the night.

Three Tanks Tonight works because of the passion of our event hosts. They saw an opportunity to use their talents and connections into the music scene of Rochester to throw an event that isn't just fun for the participants, but unites them all through a common goal. This event started off as "One Tank Tonight" and as it grew in popularity and we tweaked the event plan, we went from raising \$3,600 in one night to over \$11,000!

HOW TO GET STARTED

Once you have an idea of what sort of event you want to host, the first step is to get out there and find partners! The success of an entertainment event largely is tied to the commitment level and buy-in of your event partners and you'll want to have people sharing the planning and logistical responsibilities of the event. Here are some other next steps:

- 1.) Talk with us! We've had lots of experience hosting entertainment events and would love to share our best practices and provide ideas, tips, and brainstorm with you.



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- 2.) Have a clear goal that you're passionate about - you're not trying to raise \$X - you're trying to bring your community together to provide access to something you don't even have to think about - clean water.
- 3.) Think about the best events you've been to - what are the pieces you've enjoyed the most and think about ways of incorporating those into your event.

NEXT STEPS

If you're ready to get started planning your event, here are a few things we think are helpful to think about...

- *Timeline*
 - Be sure to give yourself enough planning time
 - While it depends on the size and extent of your event, we typically recommend at least a 3 month planning period
- *Event size*
 - Will the event be open to the public?
 - Will there be a limited number of spots at the event?
- *Income Streams*
 - Will there be a ticket cost?
 - How will you expect to raise the funds for your goal?
 - Will you consider pursuing a match or corporate sponsorship?
- *Date & location*
 - When and where do you want your event to be?
 - If you already have a location where you have an existing relationship, reach out to them!
 - Consider details like, is there enough parking space at the location you want, will it be conducive to the different elements of your event, will you need permits to host your event at a given location?
- *Volunteers*
 - Will you need volunteers to help pull off your event?
- *Media & Marketing*
 - What resources do you need for the event and how will you spread the word?
 - Do you need invitations, flyers, handouts, informational sheets, photos, videos, etc? And if so, who will be creating them?