



ID VIP Team

The Entertainment Specialists

Annual Event Development Program

We specialize in branding, building, marketing and managing annual events. Our Annual Event Development Program helps develop a five year plan for annual events and helps foster sustainable growth that benefits all parties involved in the event. The key elements we focus on in our Annual Event Development Program include:

The Brand:

You need to ensure your brand reflects your community and the resources you have. This should be part of the:

- Assets:** Develop a master list of community assets including facilities and groups.
- Location:** Ensure you use your location and it's benefits to your advantage.
- Theme:** The theme of your event should be unique and reflect your community
- Entertainment:** Ensure your entertainment matches your theme.
- Food:** Having food available to accommodate guests for all meals is essential.
- Commerce:** Your brand needs to embrace commerce from the local area.

The Leadership:

You will need to have a leadership team who can unite the community organizations and help steer the event committee. This group needs to have a clear vision of the event brand and what you are trying to build. Having a successor plan and implementing templates for every process is key to ensuring the event can continue to build and grow beyond the leadership of any one individual or group.

Budgeting:

Our approach is simple. You set the budget and you give us your aspirations for the event. We take that and work with qualified suppliers, partners, corporate sponsors and our own team to develop a comprehensive event plan and budget that maximizes your entertainment dollars.

You can do this just as easily. Start with analyzing sources of revenue:

Revenue:

- Government:** The local municipality, municipal district, etc are always a first stop.
- Grants:** Grants are a great boost in the arm but not reliable sources of revenue.
- Corporate:** Corporate Sponsorship is a key area to build long term. Your sponsorship deck defines your value proposition. Your crowds bring the value!
- Vendors:** Vendor Markets bring revenue and add value to your event.
- Suppliers:** Partner with suppliers is key to your event as they are not just an expense.
- Tickets, etc:** Free is not sustainable. Figure out how to make things affordable while still cost sharing with your guests.

Tourism: Cross-promotions to further advertising dollars and encourage tourism.

Expenses: We have provided an example list of expenses. Other items to consider are insurance, liquor licenses, and associated costs to the event.

Expenses

| | |
|-------------|--|
| Consulting | Complete event dev & mgmt |
| Venue | Meal: Friday Dinner Meal: Saturday BBQ Meal: Saturday Breakfast Community League Rental Delivery – fuel, etc Main PA, lights & sound by ID Small PA by ID VIP Team |
| Displays | Log Carving Competition Less: Entry Fees Axe Throwing Competition Less: Entry Fees BBQ Competition Less: Entry Fees NAWCA Carvers Flatdeck – to use as stage Bathrooms Tent Gear Rentals |
| Musicians | Headliner #1 (Fri Night & Sat) Headliner #2 Headliner #3 & 4 Other Musicians Green Area – BBQ, water, etc |
| Staffing | Event Manager Stage Manager Stage Manager – Ass't Sound Tech III Competitions Grants & admin |
| Advertising | Radio Ads Branding Website Video/TV Printing: Ads: |
| Misc | Prizes – wood carvings Bouncy Castle Fireworks Hotel – accom for staff |

We strongly urge communities to leverage their expense dollars. Long term partnerships with your suppliers allows you to get more bang for your buck. Here are a couple of insights on how you can leverage through our company and other companies as well:

Music & Entertainment:

It is one of the most expensive parts of your budget and ID VIP Team supports over 3,000 unsigned musicians. We work closely with many organizations to support these artists and the events they perform at. The cross-promotion from these relationships is invaluable and the scope and quality of talent we can access is an incredible resource for any event. We leverage entertainment dollars to provide more opportunities for more artists and thereby automatically provide more quality entertainment for any annual event. We also have great relationships with musicians in the community and are able to negotiate better rates because of those on-going long term relationships.

We are proud to provide a "one stop shop" solution to event services. We work closely with other entertainers, suppliers and vendors and can negotiate preferred pricing on anything from bouncy castles to stilt walkers and face painters to fireworks.

Marketing:

You need to develop a unique image which includes ensuring you have a website for the event and a Facebook Page and that those marketing tools are all active and sending out a constant and consistent image and message. You need to build your marketing support so your Facebook Page updates the website, twitter, LinkedIn and online ticket sales and event listings. Print materials including posters, flyers and programs need to be displayed or distributed in all local & supporting businesses with supporting advertisements in local papers and on sandwich board signs in all activity areas. You will need to get sponsored radio advertising as well and send out Press Releases to the media for additional exposure. You need to post the event on online community calendars and related sites to create cross-exposure.

Here are some key areas in marketing to check:

- Branding:** your event logo and related imagery needs to be consistent.
- Website:** you need your website to be easy to find, navigate and comprehensive.
- Social Media:** you need to use it and use it well... start with Facebook and Twitter.
- Print:** posters, event guides etc are all essential low cost pre-promotion.
- Online Sales:** Getting pre-sales and access a larger guest audience
- Newspapers:** Get press-releases done so you get free press on your story & brand!
- Radio:** Try to work with stations to showcase musicians that are in rotation.
- Signage:** Get event signage up early and make sure it is visible!

Logistics:

ID VIP Team understands great events and we try to ensure we develop the components that will work for your annual event. These can include:

Main Stage

Children's Area
Vendors Marketplace
Competitions
Show & Shine
Farmers Market
Trade Show
Art Show
Food
Free give-aways
Fireworks

Setting your times, developing a comprehensive site map with your Emergency Response Plan and building the event overview based on all of this allows you to be better prepared to make your day run smoothly. These also act as the templates to work from year-to-year. It allows you to build on what is successful and tweak the things that need adjustment.

Final Note:

ID VIP Team is committed to the success of your event long-term. Our proposed budgets always show a huge investment of time, resources and talent and the largest "In Kind" sponsorship. We are partners in your event and as such are committed to the long term success of your event. We will commit to taking on the work and duties required to make your event a success.

Please feel free to contact me directly if you require any further information or have any questions or concerns.

Sincerely,



Brian T. Ho | CEO & Founder of ID VIP Team

Cell: [\(780\)907-368](tel:780907368) | Email: brian@idvipteam.com

Phone: [1-780-579-001](tel:1780579001) | North America Toll Free: [1-855-694-3847](tel:18556943847) or 1-855-MY ID VIP