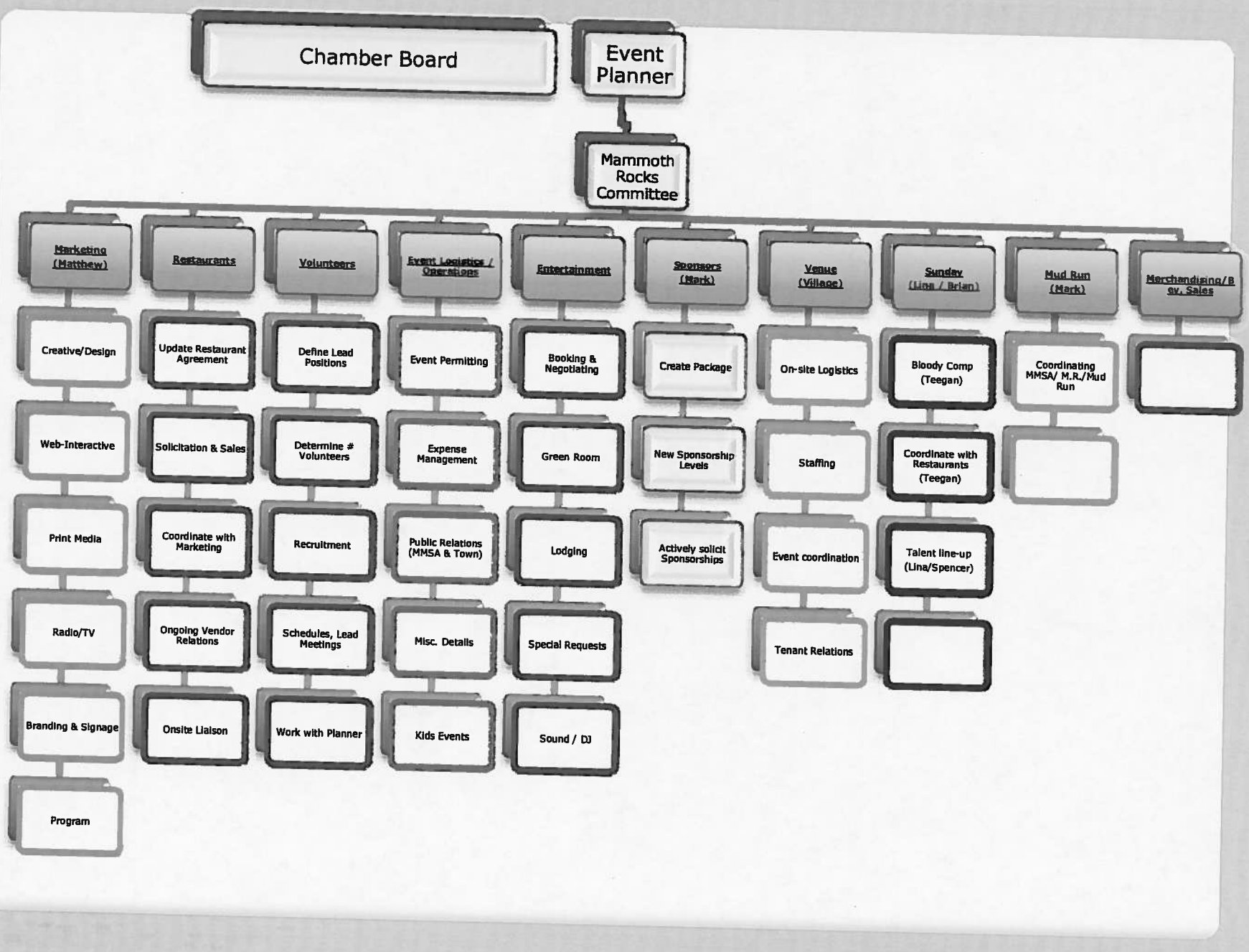
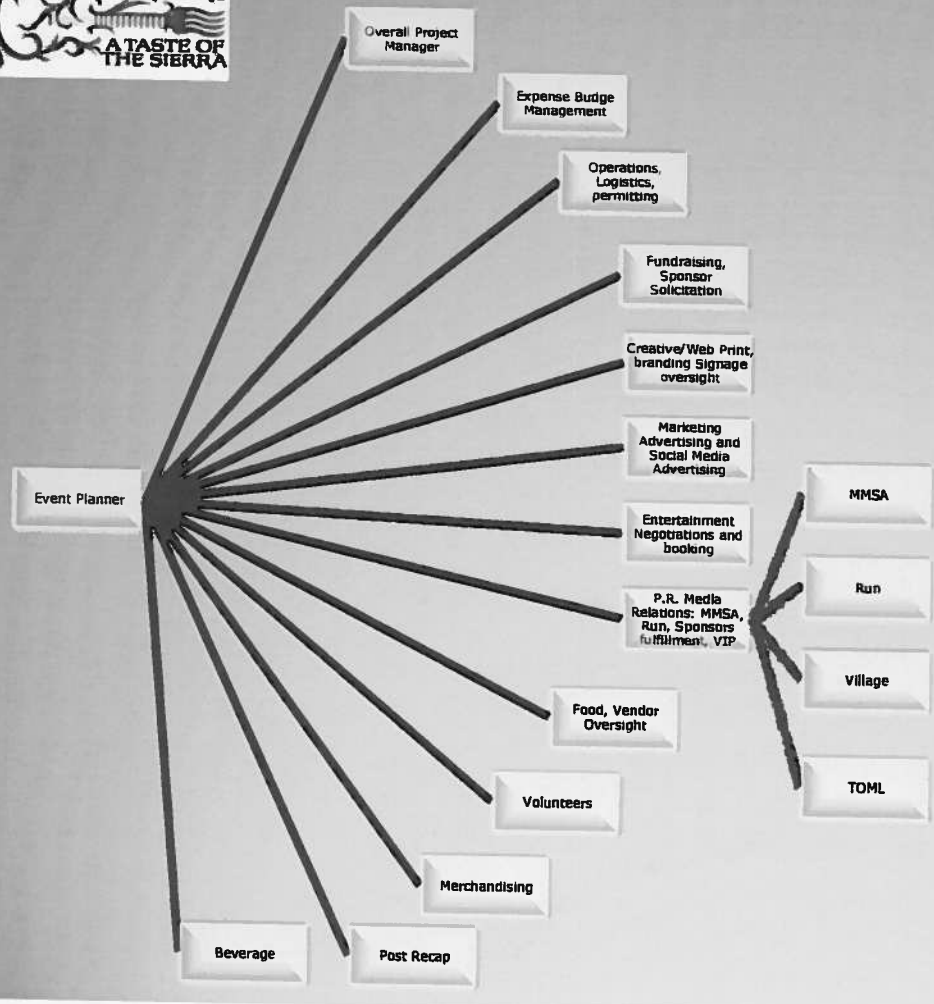
Mammoth Rocks 2011

Organizational Structure

Event Planner
Marketing: (Matthew)
Restaurants: (Corinne)
Volunteers: (Jill?)
Logistics / Operations:
Entertainment: (Mark & Matthew)
Sponsors: (Mark)
Venue: (Dion/Trevor)
Sunday: (Lina / Brian/Teegan)
Mud Run: (Pamela)
Merchandising/ Bev. Sales:


Chamber Board
Event Planner
Mammoth Rocks Committee
Marketing (Matthew)
Creative/Design
Web-Interactive
Print Media
Radio/TV
Branding & Signage
Program
Restaurants
Update Restaurant Agreement
Solicitation & Sales
Coordinate with Marketing
Ongoing Vendor Relations
Onsite Liaison
Volunteers
Define Lead Positions
Determine # Volunteers
Recruitment
Schedules, Lead Meetings
Work with Planner
Event Logistics / Operations
Event Permitting
Expense Management
Public Relations (MMSA & Town)
Misc. Details
Kids Events
Entertainment
Booking & Negotiating
Green Room
Lodging
Special Requests
Sound / DJ
Sponsors (Mark)
Create Package
New Sponsorship Levels
Actively solicit Sponsorships
Venue (Village)
On-site Logistics
Staffing
Event coordination
Tenant Relations
Sunday (Lina / Brian)
Bloody Comp (Teegan)
Coordinate with Restaurants (Teegan)
Talent line-up (Lina/Spencer)
Mud Run (Mark)
Coordinating MMSA/ M.R./Mud Run
Merchandising/Bev. Sales



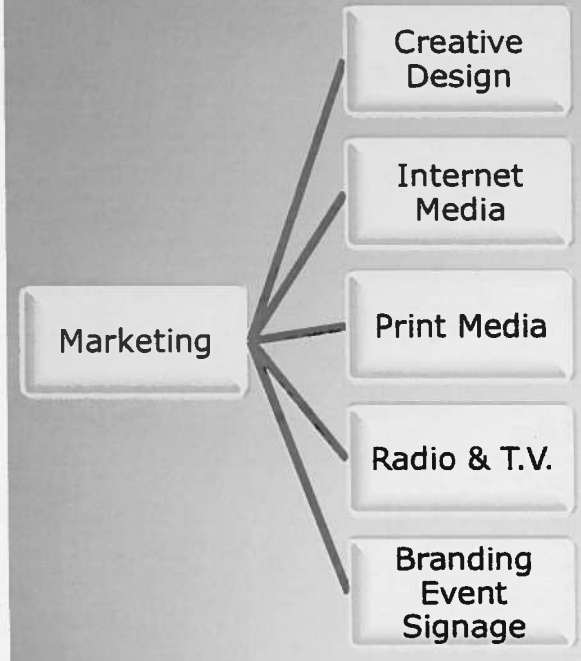
Event Planner

Job: This job will require that the overall success of the event takes place. The Event Planner will make sure all of the details of the event take place. In addition to assigning and seeing that respective divisions of the event are accomplished by committee members, the Event Planner may personally complete the respective division jobs… For example:

- Lodging for Bands
- Acquisition of liquor license
- Coordinating with other events (i.e. Mud Run)
- Coordinate the hiring of bands
- Marketing
- Acquire sponsors

- Establish Project Lifecycle
  - Initiating
  - Planning
  - Executing
  - Monitoring
  - Controlling
  - Closing

Marketing



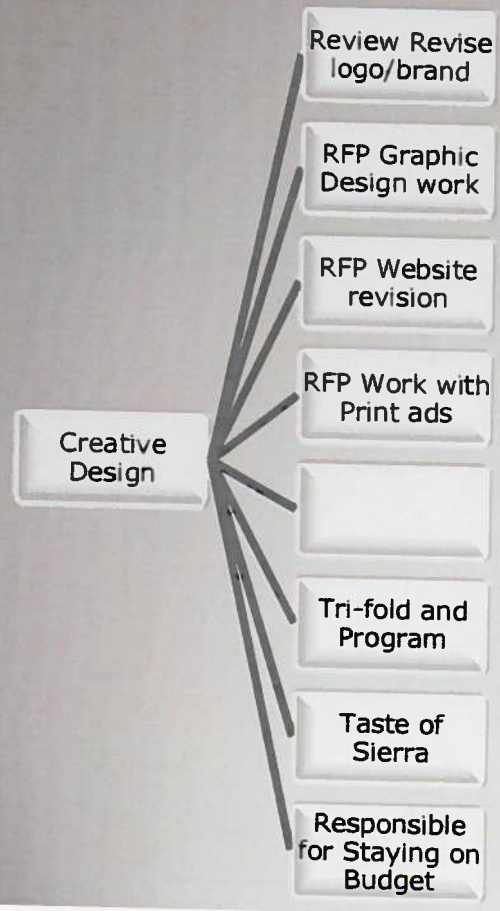
Description: Job is to Market the Event and drive as many new visitors to the event as possible.

Deliverables _____ Timeline:

Comments:

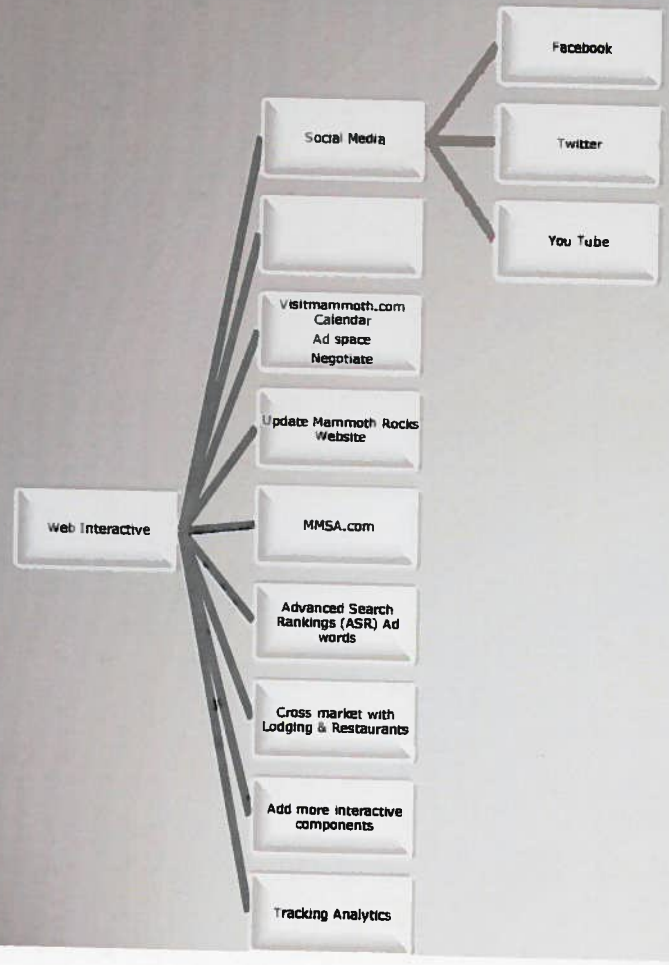
Radio (KMMT/KSRV/Sheet, KIBS)
MLT- visitmammoth.com-work with John Urdi
Email blasts (MMSA, Westin, MRs, MLT)
Post cards for restaurants/hotels
MMSA
Ads on visitmammoth.com
Other's Facebooks (MMSA, MLT, Westin, Horizon, hotels, restaurants)
Flyer for Lodging Partners to send to their guests
Websites of County, Town, etc.
Send to Board of Realtors and individual agents
Visitor Center (Pennie)
Bluesapalooza Guide (back page)
Ads in Sheet and Times
Posters in all businesses
Link with all partner's websites and FB page (Cover letter, invite, flyer.

Marketing (Creative Design)



- Review/Revise: Is Logo and Brand communicating our vision
- RFP Graphic Design: Determine Graphic design work needed and put out RFP
- RFP Wesite Revision:
- Website: digital images, banners, signature blocks
- Print Ads: pre-determine paid print ads, sizes and locations. Determine costs. (Sheet, Mammoth Times, etc.)
- Trifold/ Event Program:
- Taste of the Sierra: How can we better market?
- Responsible for Staying on budget

Marketing (Internet Media)

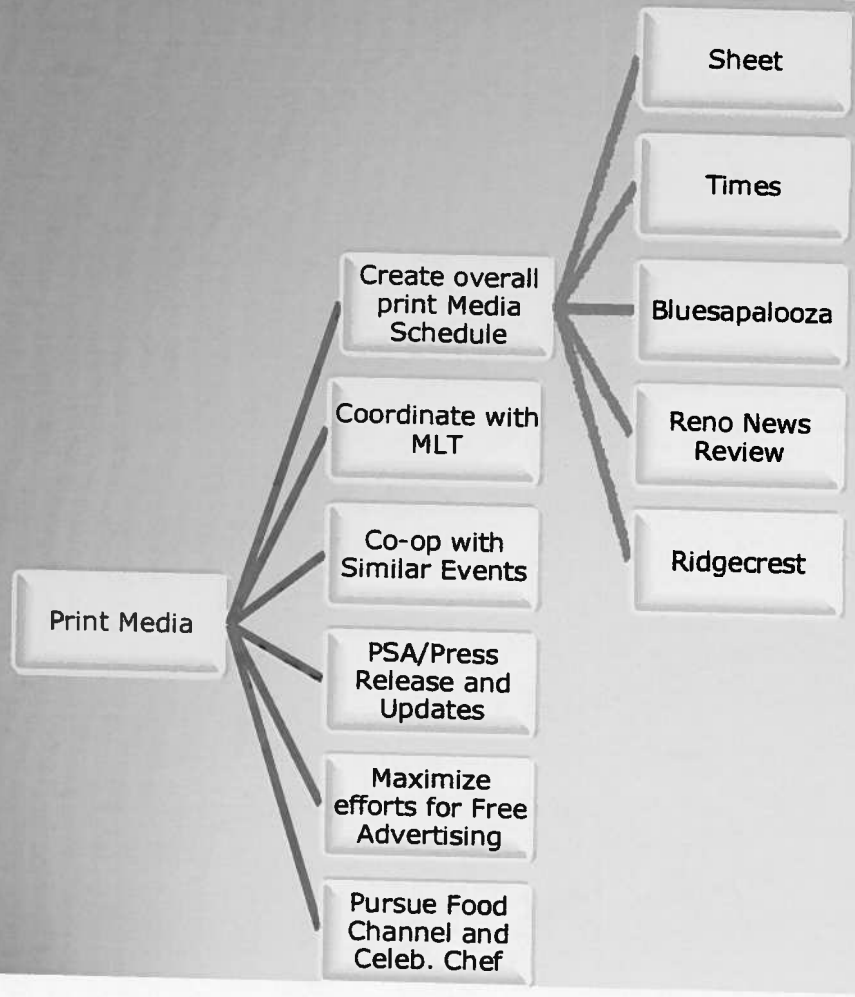


Description: Manage and fully integrate this inexpensive and highly effective method of marketing

Deliverables **Suggested Timeline:**

What can we do better?
What is Missing?
What can we learn from other events?
Add changes and ideas to notes page

Marketing (Print Media)



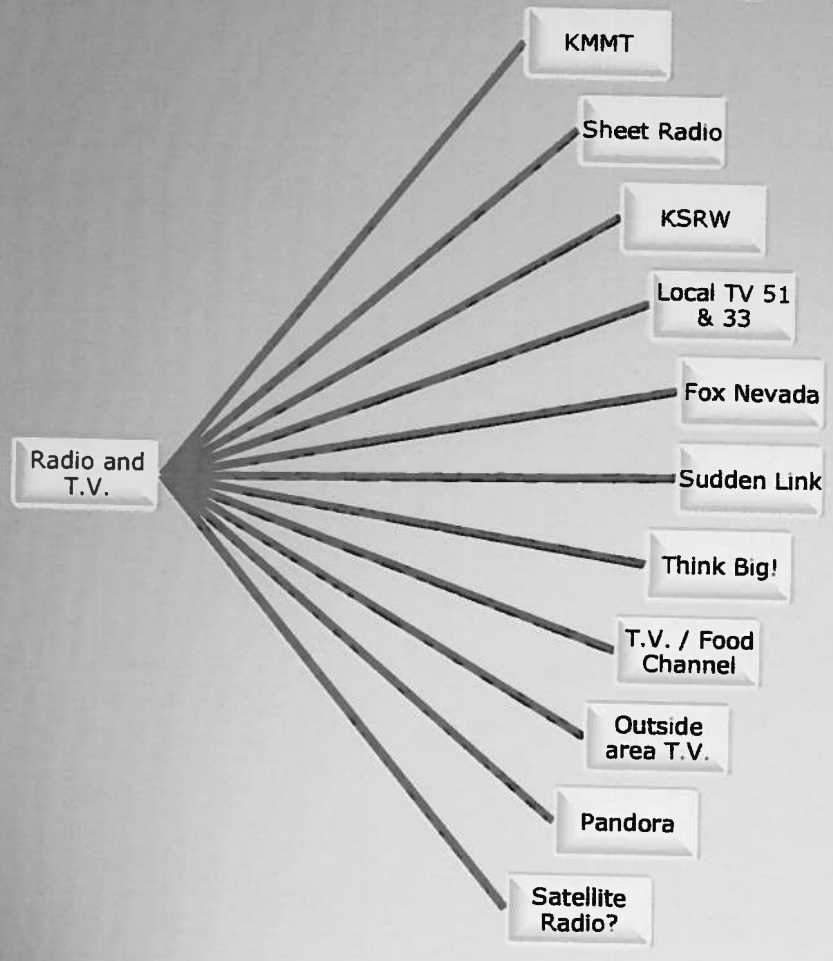
Description: To manage overall print media plan including scheduling, timeline and budget.

Deliverables Suggested Timeline:

What can we do better?
What is Missing?
What can we learn from other events?
Add changes or ideas to Notes page

Print Schedule and Timeline:

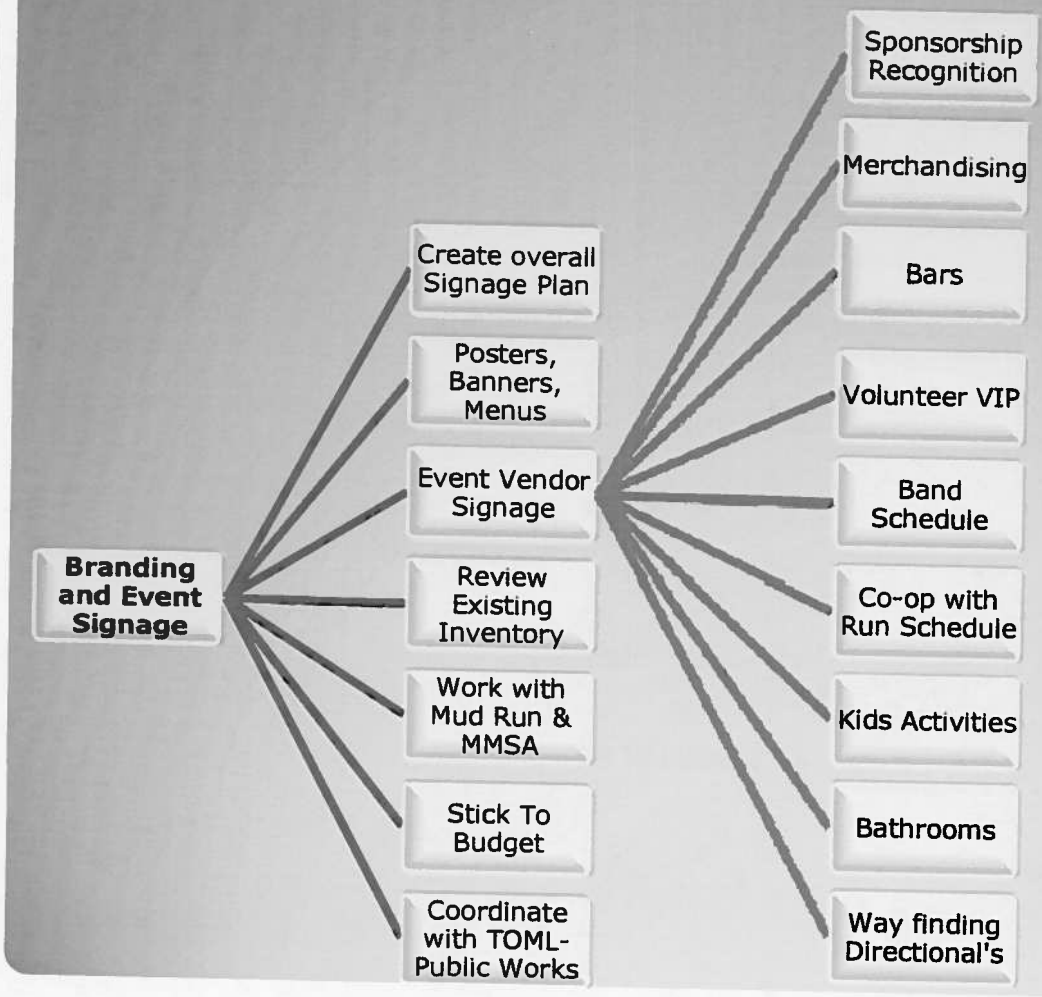
Marketing (Radio & T.V.)



Description: Manager Radio spots with Vendors, negotiate/trade radio spots.

Deliverables Suggested Timeline:

Marketing (Event Signage)



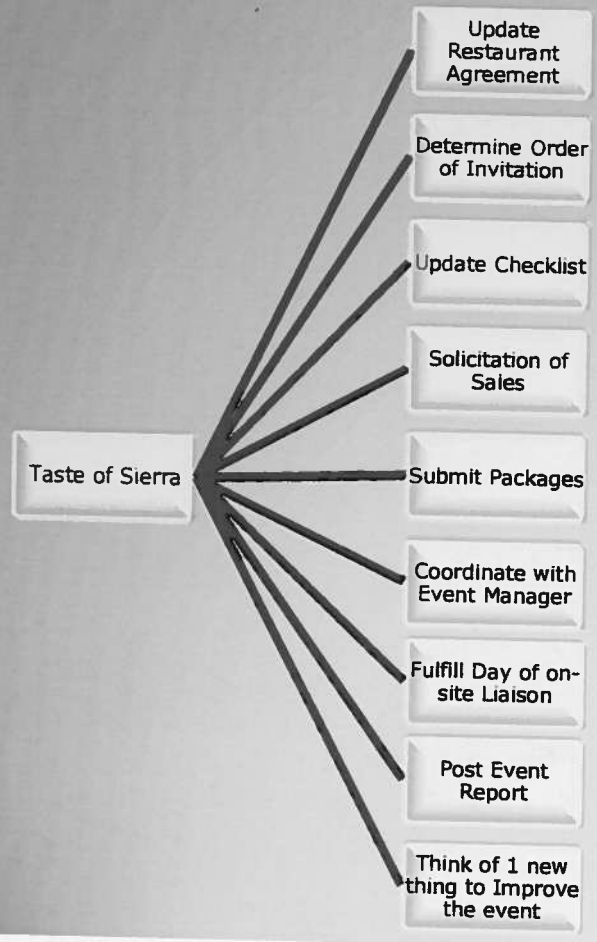
Description: Manager all Pre-and During Event signage, banners, posters, menus, etc.

Deliverables

Suggested Timeline:

Marketing (Notes Page)

Taste of Sierra



Description: Coordination with and organize restaurant vendors, booth sales, etc

Deliverables Suggested Timeline:

Solicitation of Sales: Minimum of 20 restaurants, 5 April, 5 May, 5 June, 5 July.

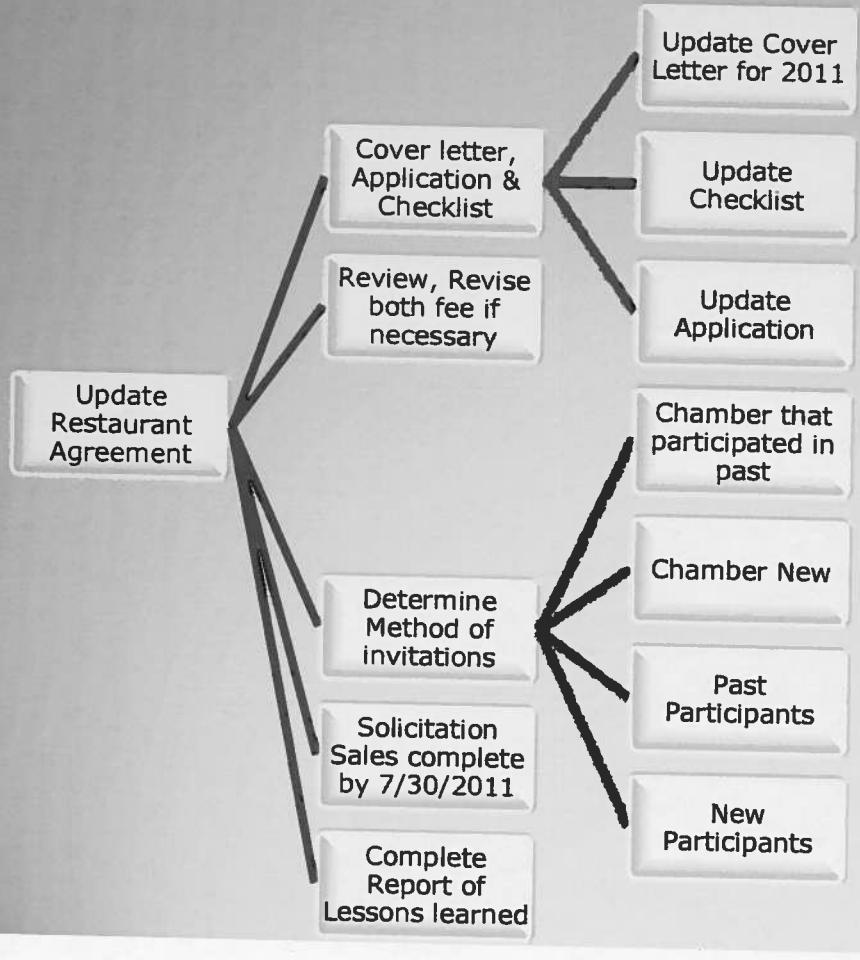
Order of Invitation: 1. Chamber, 2. Past Participants,

Packages: Must be 100% complete... NO EXCEPTIONS!!!! Don't even ask.

What can we do better?
What is Missing?
What can we learn from other events?
Add changes or ideas to Notes page

Print Schedule and Timeline:

Taste of Sierra (Restaurant Agreement)



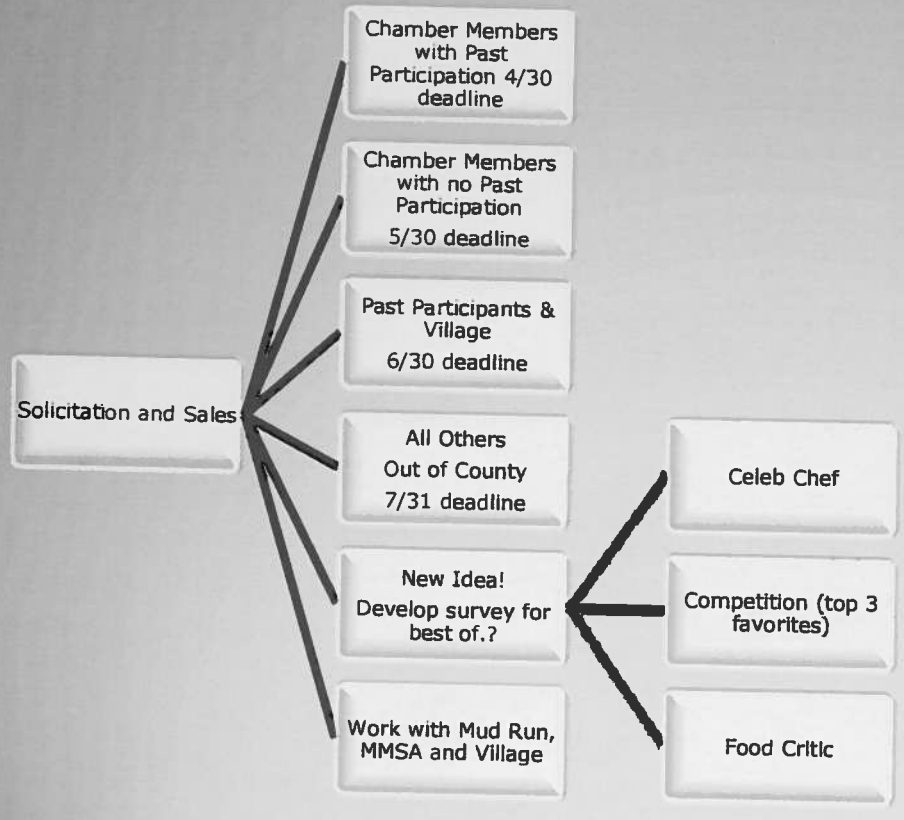
Description: Coordination with and organize restaurant vendors, booth sales, etc

Deliverables **Suggested Timeline:**

See Addendum for: last years Cover Letter, Checklist and Application.

Print Schedule and Timeline:

Restaurant (Solicitation and Sales)



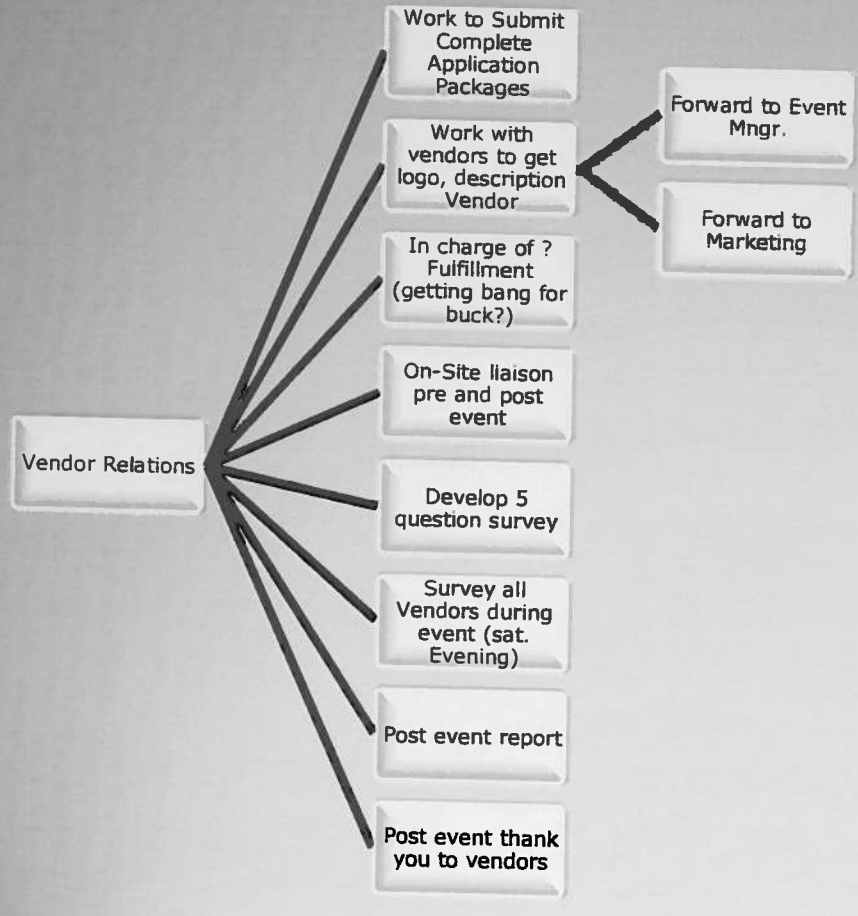
Description: Coordination with and organize restaurant vendors, booth sales, etc

Deliverables

Suggested Timeline:

See addendum: Last years Restaurants and contacts

Restaurant (Vendor Relations)



Description: Deliver vendors to event, coordinate with Vendors to make sure their needs are met, collect vendor data and report post event. Thank Vendors

Deliverables
Suggested Timeline:

May need 2 people to help with this work

See addendum: Last years Restaurants and contacts

Restaurant (notes Page)

Restaurant Partners

Job: Job is to register required number of restaurants no later than 1 month prior to the event and to coordinate with restaurateurs to make their operation a pleasant experience. This job will also be a liason between the Event Planner and the restaurants.

Deliverables and Timeline???

Others to consider:

Nevado's
Slocum's
Berger's
Tamarack
Roberto's
Steller Brew
Grumpy's
Mogul
Good Life
Hyde
Base Camp
Schats
Nick and Willies
Johns Pizza Works
Whiskey Creek
Mobile Mart
New Sushi Village
Indian Food (Holiday Inn)
Public Square
New Chamber Members?
Outside of area?
Others in County
Others in Bishop and south

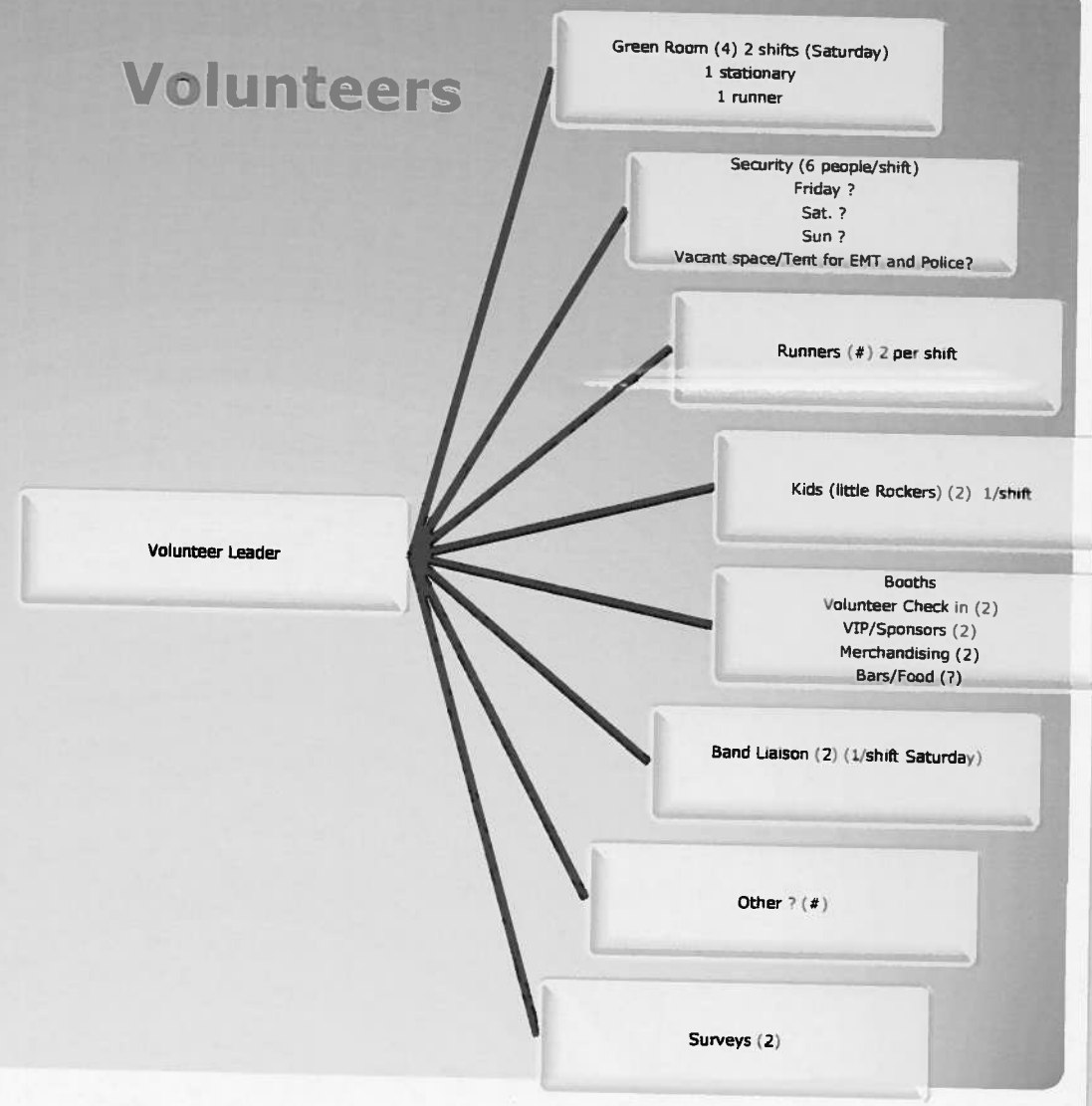
Previous Restaurant Contacts	Email address	Address	Phone
Charthouse- Ken Murray (GM)	[illegible]	Box 149, Mammoth Lakes	760-934-1208
Angels- Melanie or Todd Nagi (owners)	Angelsrestaurant@yahoo.com	Box 3989, ML, CA 93546	760-914-3772 cell
Giovanni's John Farber (owner)	johnfarber1@yahoo.com	Box 3955	760-793-8337 cell
Pita Pit- Doug Hanna (owner)	mammothpitapit@yahoo.com	Box 1362	760-709-1109 cell
Reds Hot Dogs –Roger O'Donnell (owner)	[illegible]	Box 7461	760-937-5080 cell
Thai'd Up –Mike Coco (Owner)	rmichael147@earthlink.net	Box 8133	760-709-1591 cell
White Bark – Brandon Broccia (manager)	bbrocia@westinmammoth.com	Box 388	760-934-0451
Side Door – Shields Richardson (owner)	sr4malls@yahoo.com	Box 3087	760-900-3087
Auld Dubliner – Chris Camilli	chriscamilli@aulddubliner.com	We need this	702-241-2921 cell
Gomez's –Mike Ledesma (owner)	Michael@gomezs.com	We need	760-924-2693
Rafters – Kerry Mechler			760-934-9431
Petra's – Robert Schaubmayer	clocktower@gnet.com	Box 1157	760-937-1972 cell
MMSA – Michelle Tomaier (mngr)	mtomaier@mammoth-mtn.com	Box 24	760-914-2015 cell
Convict Lake - Jen Heintzelman (mngr)	marketing@convict Lake.com		760-934-3800 x46
Lakanuki- Stuart Need (owner)	lakanuki@verzion.net		760-934-7447
Fireside Burgers -Tony Rojas (owner)	trohas@npgcable.com		

Volunteers

Job: This job consists of acquiring and organizing the volunteer staff that will be helping work the event.

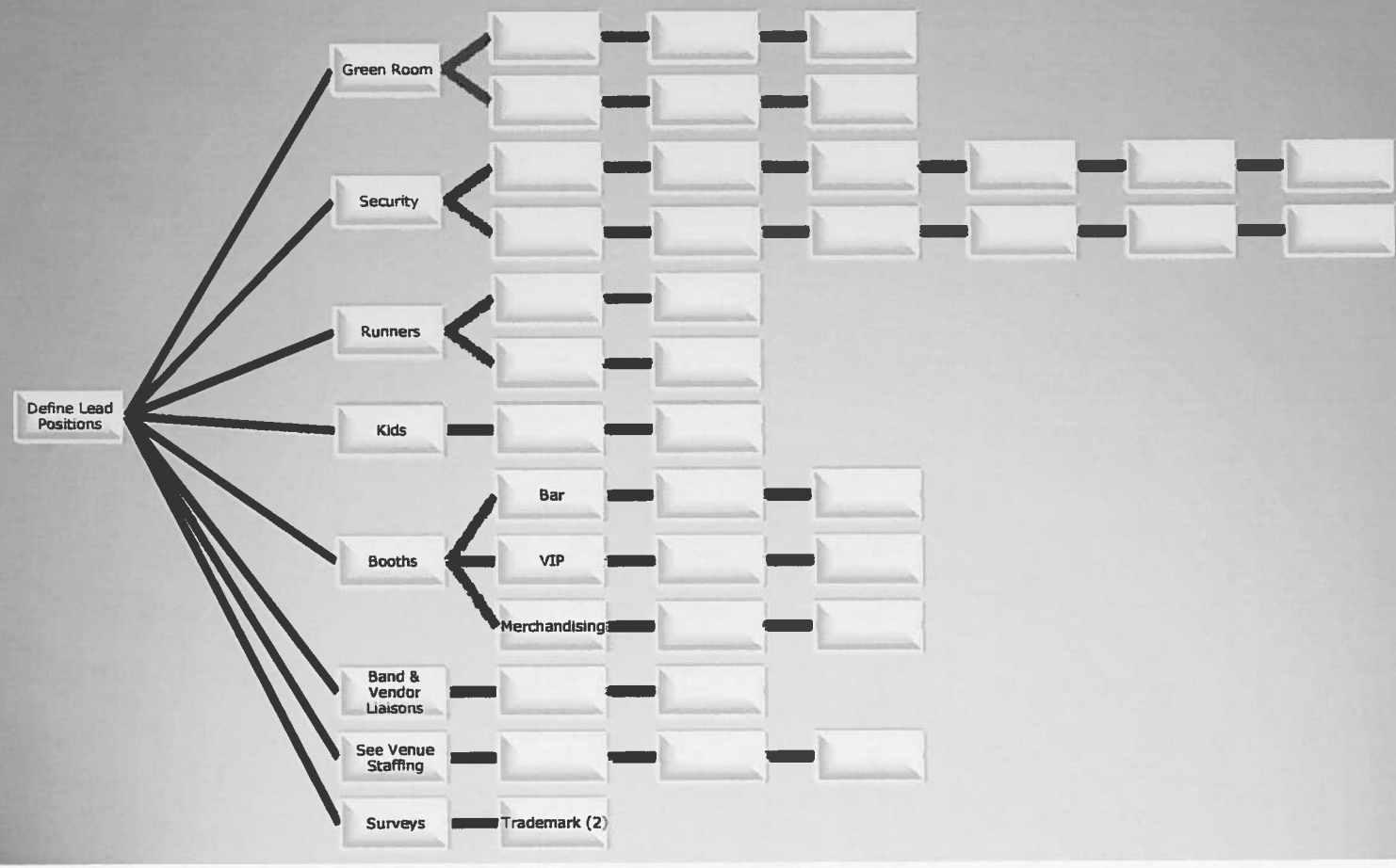
Deliverables?
Timeline ?

- Find volunteers for the event
- Staff for 2 shifts 1 stationary, 1 runner if necessary
- Create and maintain the Volunteer database
- Coordinate with Event Planner to determine respective volunteer jobs
- Hold regular meetings to keep volunteers posted of their jobs and any changes
- Determine and create a meeting time and place at the event
- Create Volunteer packets for the volunteers
- Coordinate a Post-event volunteer party

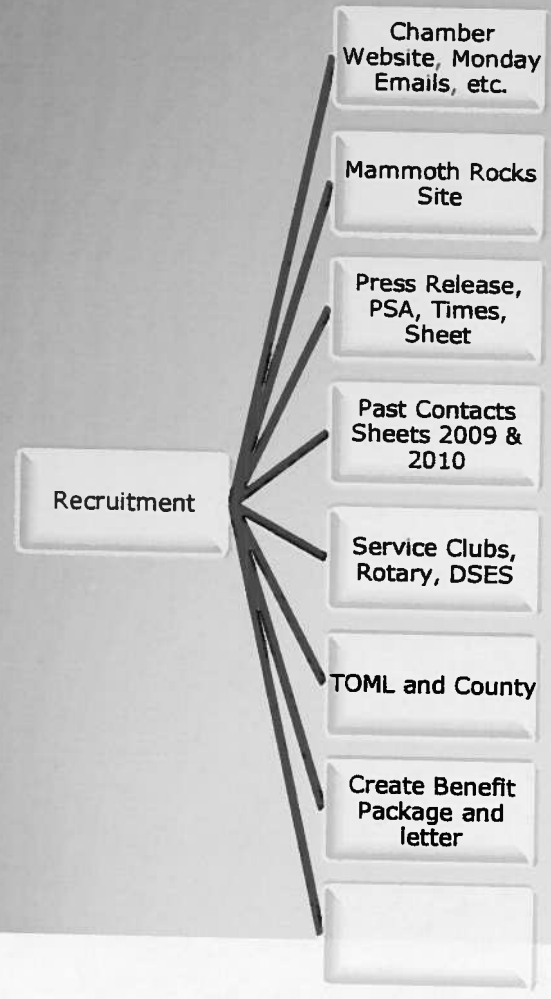


Notes??? :

Volunteers (Define Lead Positions)

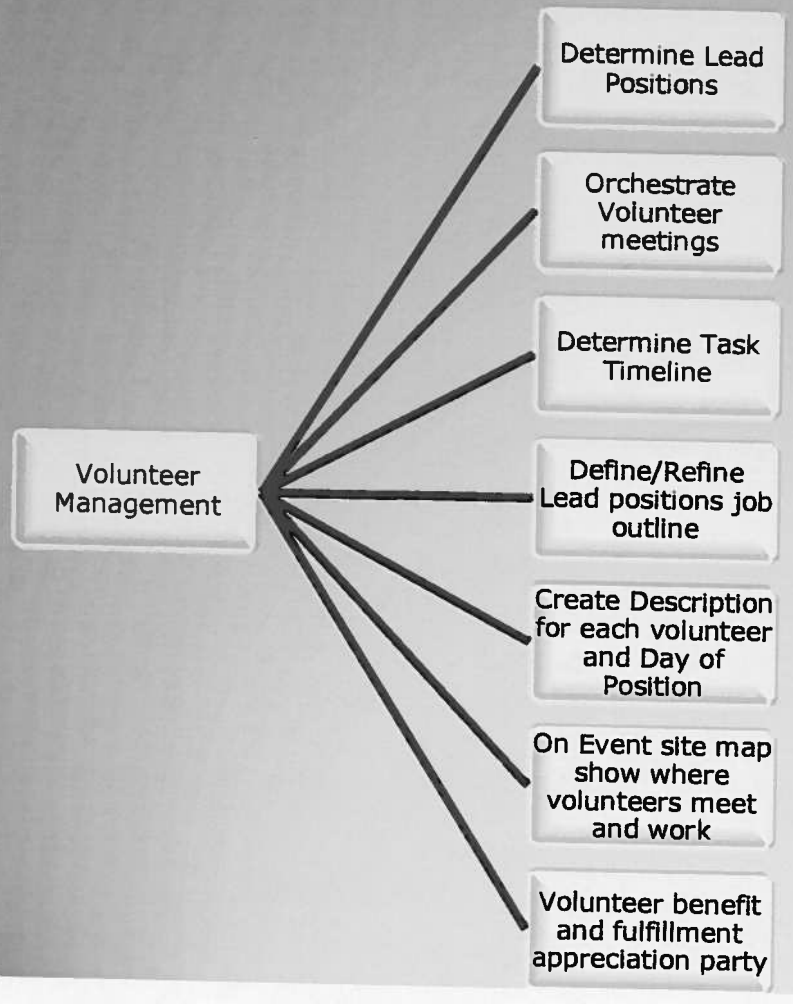


Volunteers (Recruitment)



Notes??? :

Volunteers (Volunteer Management)



Notes??? :

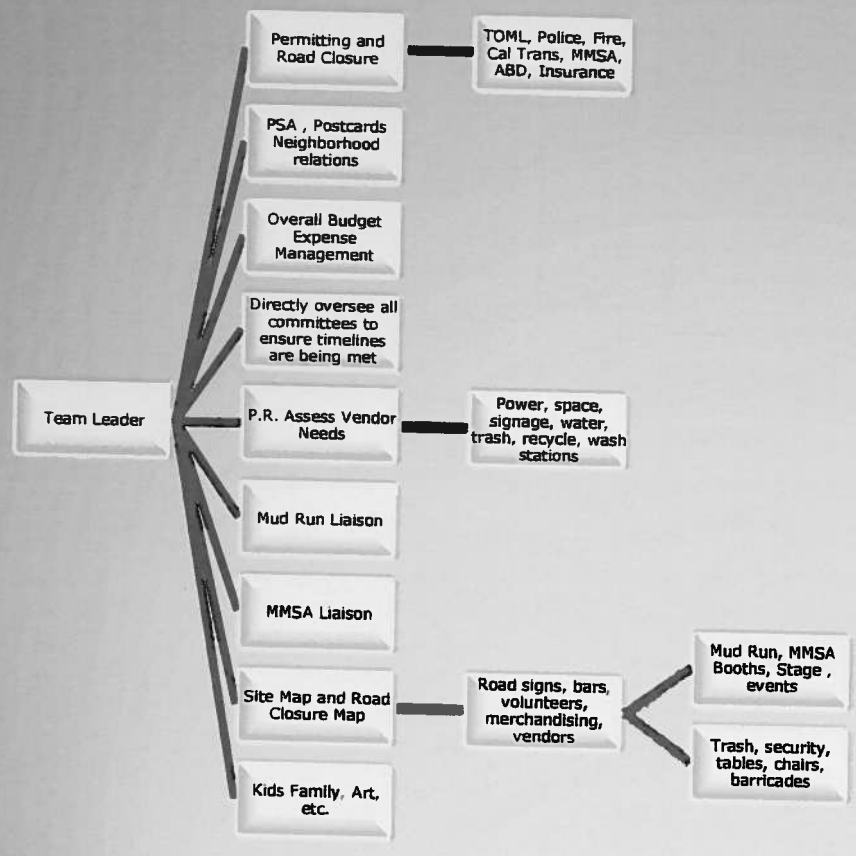
Task Timeline: Review and add proposed task positions. Report to Event Manager'

Mammoth Lakes Arts Center can be available for meetings

Volunteers (Notes Page)

- Insert Past Contact/volunteer lists (2009-2010).
- Job descriptions
- All things volunteer
- Communication devices
- Lessons learned

Event Logistics and Operations



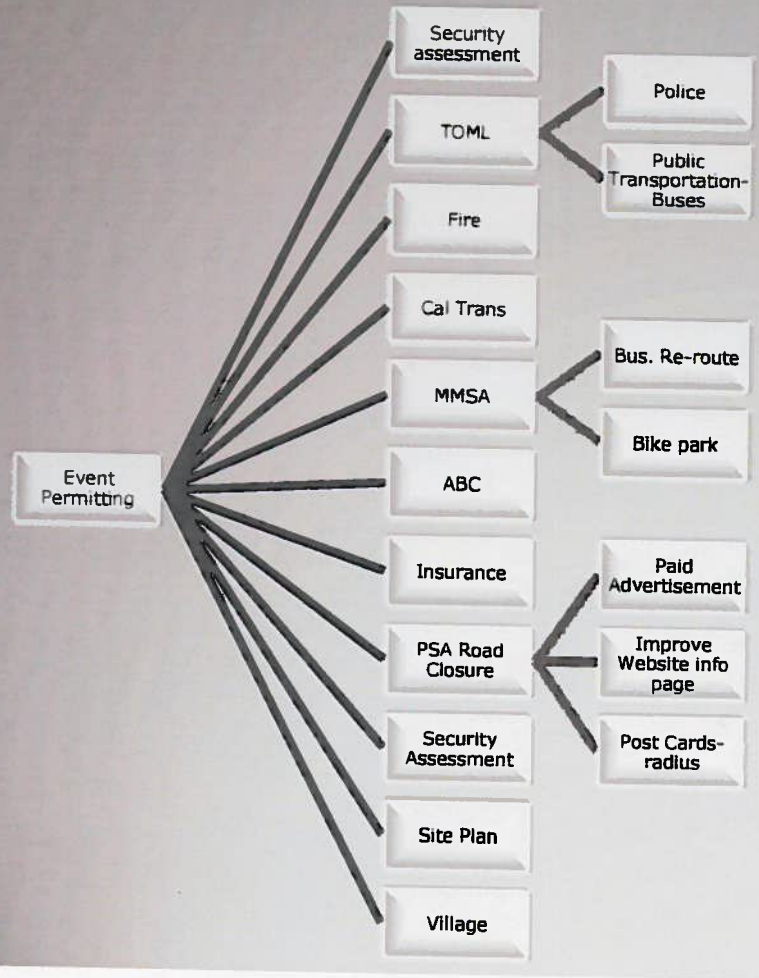
Job: This job will require the leader to coordinate with, Town, County and State where needed.

Deliverables???
Timeline?

·Working with Rec-Strats and the Town Recreation Director to see where they can help

·Working with public works, MMSA, and other Event organizers in getting items needed for the event (barricades, signs, lighting, power, water, restrooms, etc.

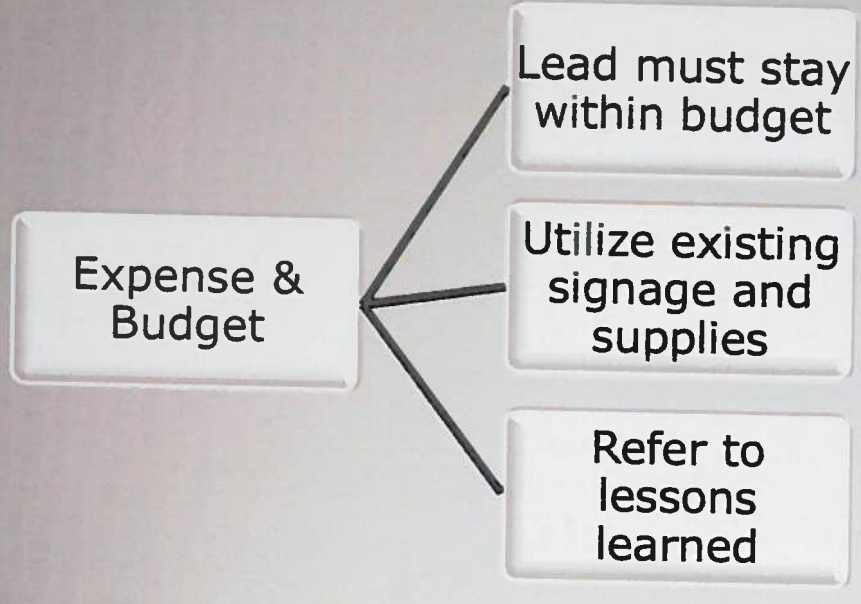
Logistics and Operations (Event Permitting)



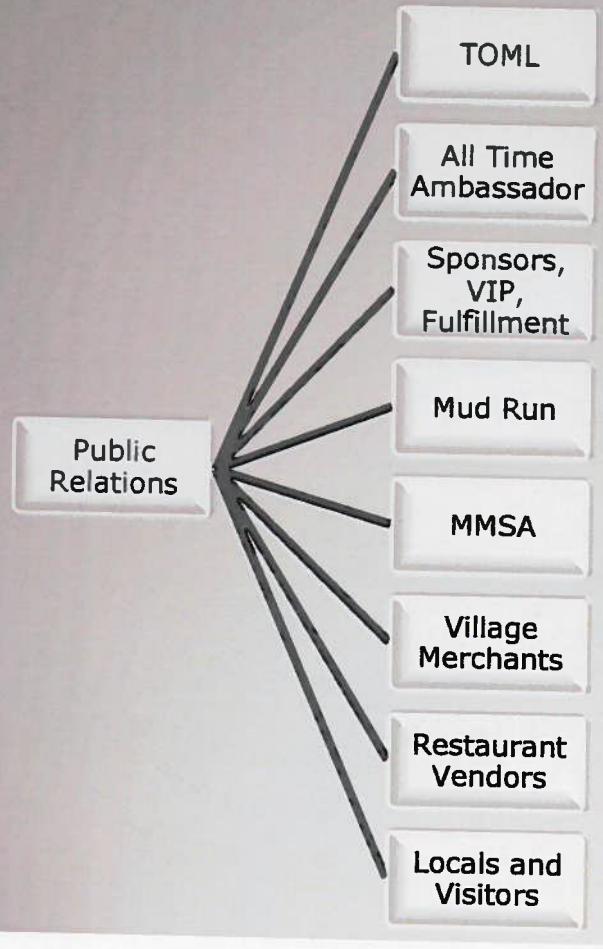
Notes:

Logistics and Operations (Expense/Budget)

Notes:

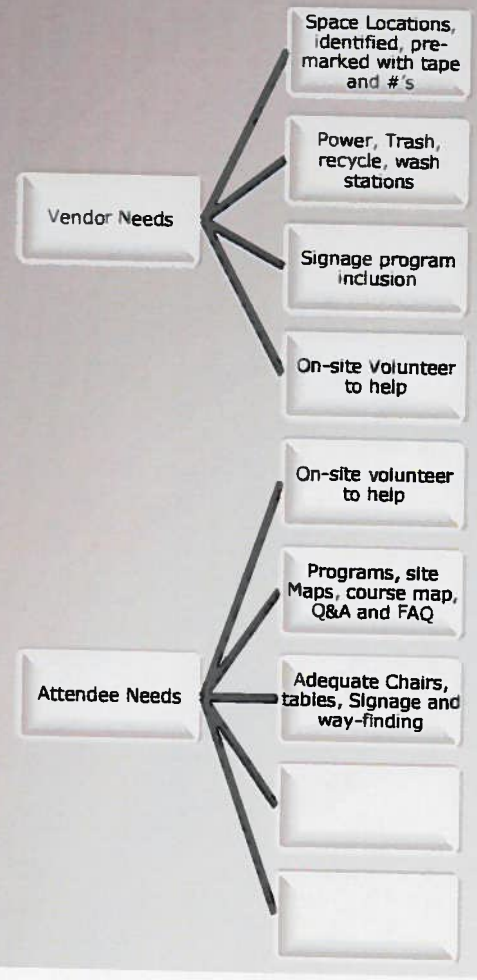


Logistics and Operations (Public Relations)



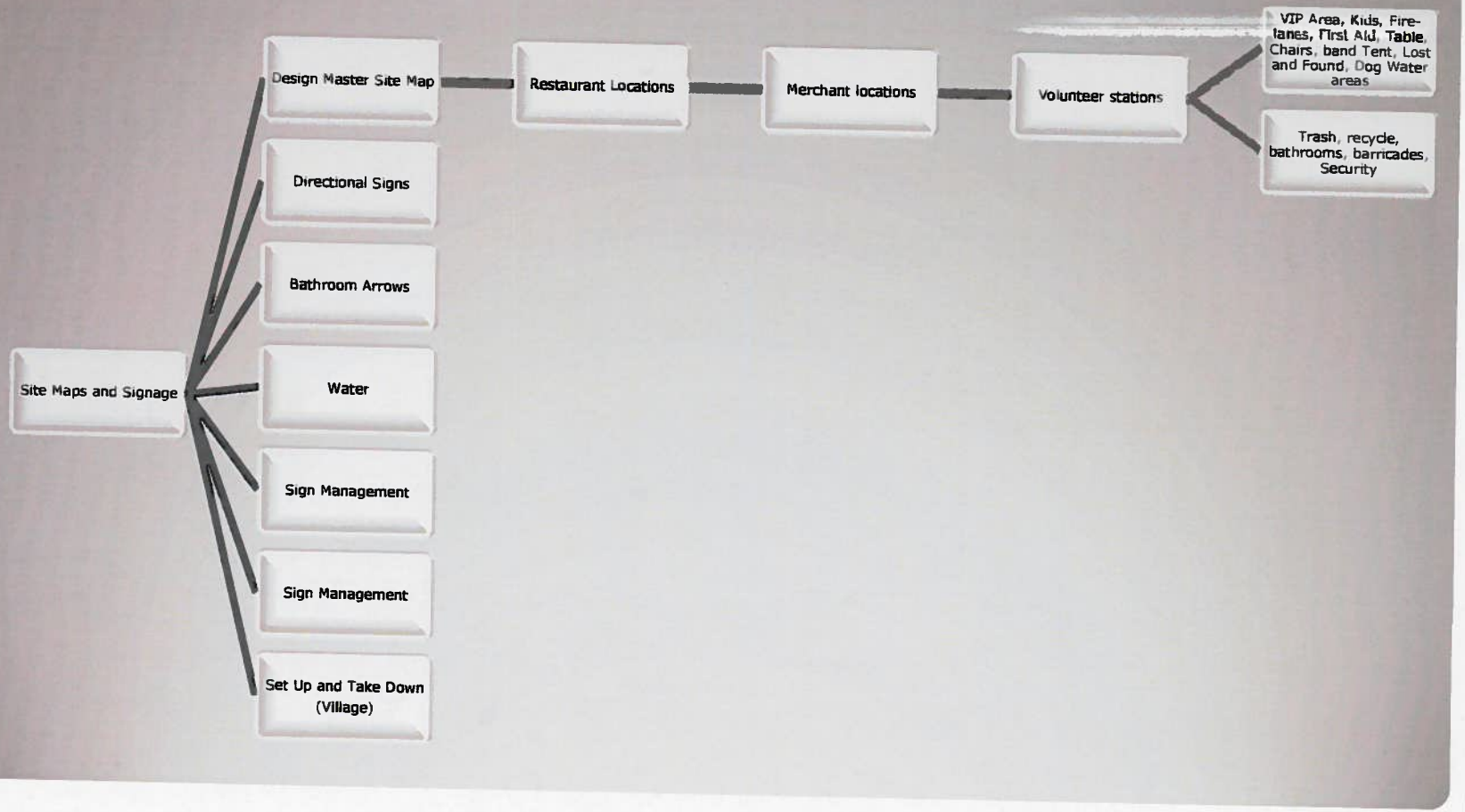
Notes:

Logistics and Operations (Vendor & Addendee Needs)

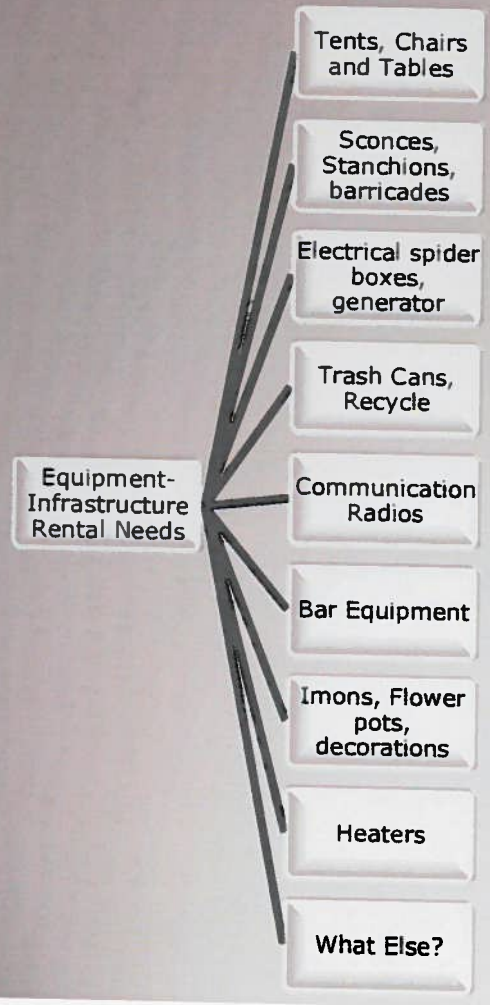


Notes:

Logistics and Operations (???)



Logistics and Operations ( )



Notes:

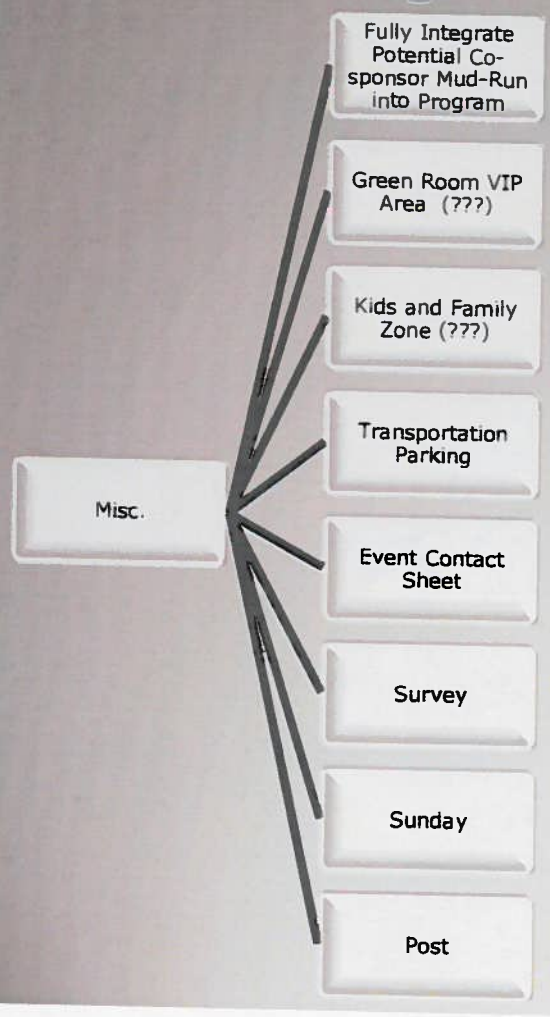
Add last years contacts, phone and email numbers,

Review lessons learned

Work with Village (talk to Trevor)

Plan put up and take down very well

Logistics and Operations (Misc.)



Notes:

Seems like a lot of this is overly redundant.

Entertainment

Job: This job will require the leader to coordinate with the Event Planner and on acquiring the musical talent as well as create the timeline for the music. This needs to be done early so the other jobs can get started on their respective work.
Deliverables? Timeline?

2011 Band Schedule

Friday

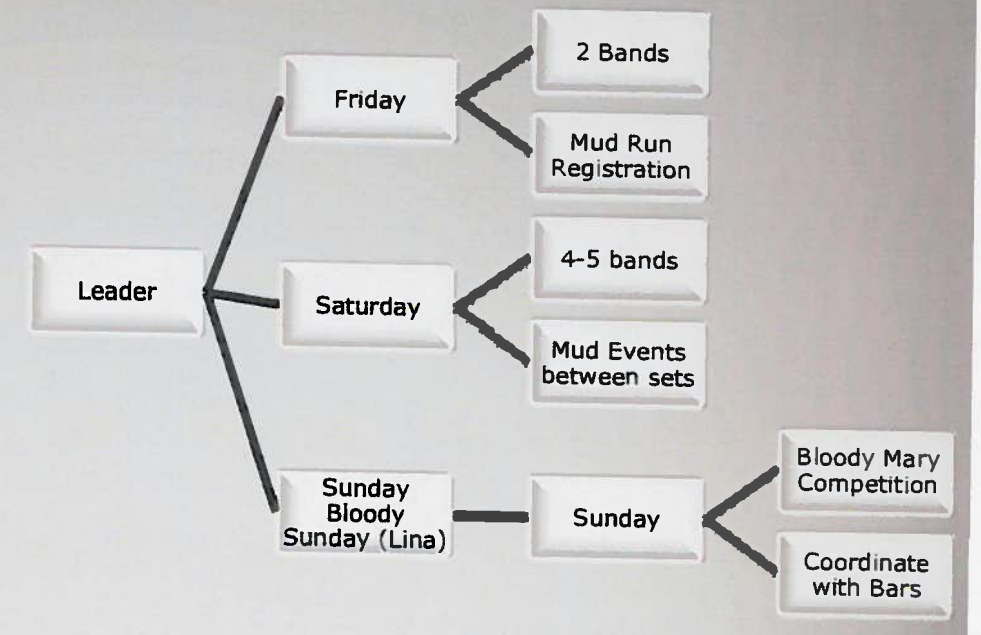
Local Band	5:00 - 7:00
Mud Run Registration	
Tribute	7:45 - 10:00

Saturday

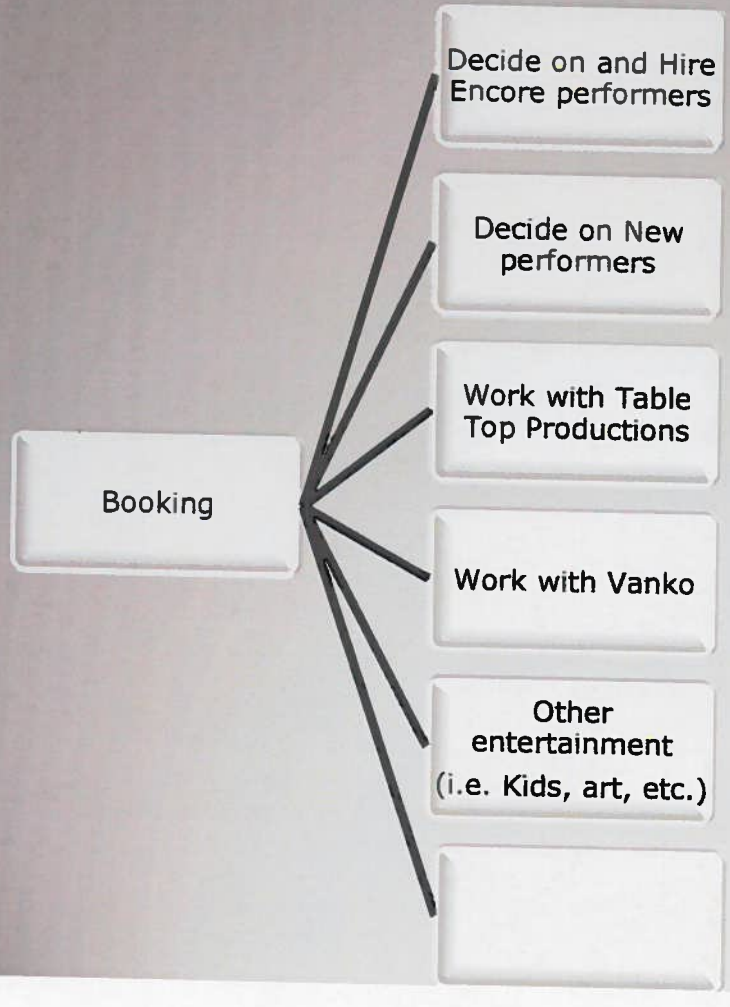
Mud Run Starts 10:00	
DJ	12:00-1:00
Mud Showers	12:00-1:00
Local Band	1:00 - 2:30
Mud Pie Eating	2:30-3:15
Tribute	3:15 - 4:45
Tug-O-War	4:45-5:30
Tribute	5:30 - 7:00
Mud Wrestling	7:00- 7:45
Awards Announcement	7:45 - 8:00
Tribute	8:00 - 10:00

Sunday

Bloody Competition.	12:00 _ 1:00	Laka Nuki
Local Band	1:00 - 2:30	Hyde
Local Band	3:15 - 4:45	Smokeyard
Local Band	5:30 - 7:00	Dubliner



Entertainment (Booking)

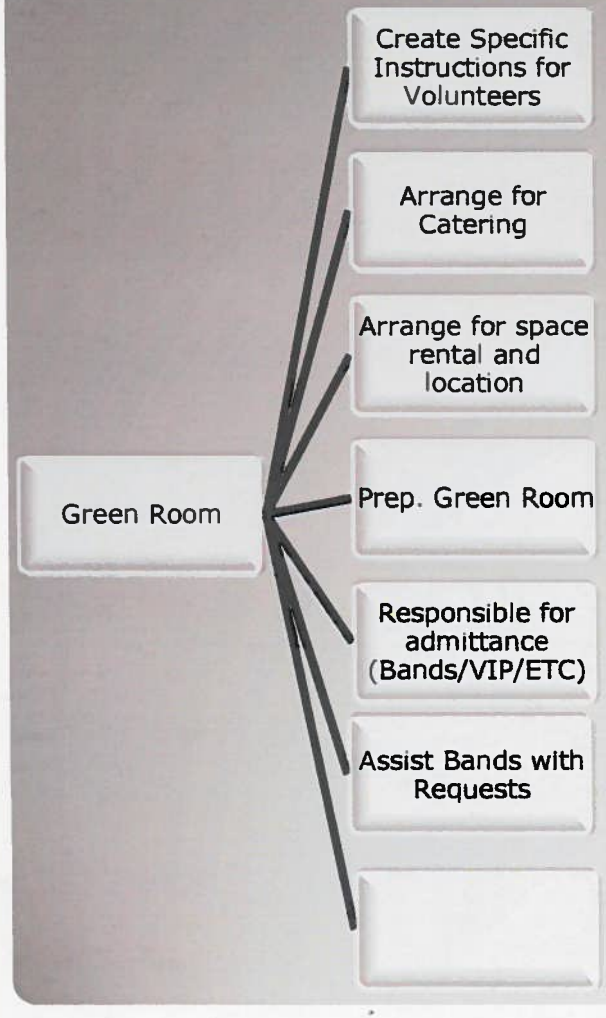


Job: This job will require the leader to coordinate with the Event Planner and on acquiring the musical talent as well as create the timeline for the music. This needs to be done early so the other jobs can get started on their respective work.

Deliverables? Timeline?

While keeping with the Classic Rock Genre, scout select and book talent. Some new and some back for encore performances.

Entertainment (Green Room)



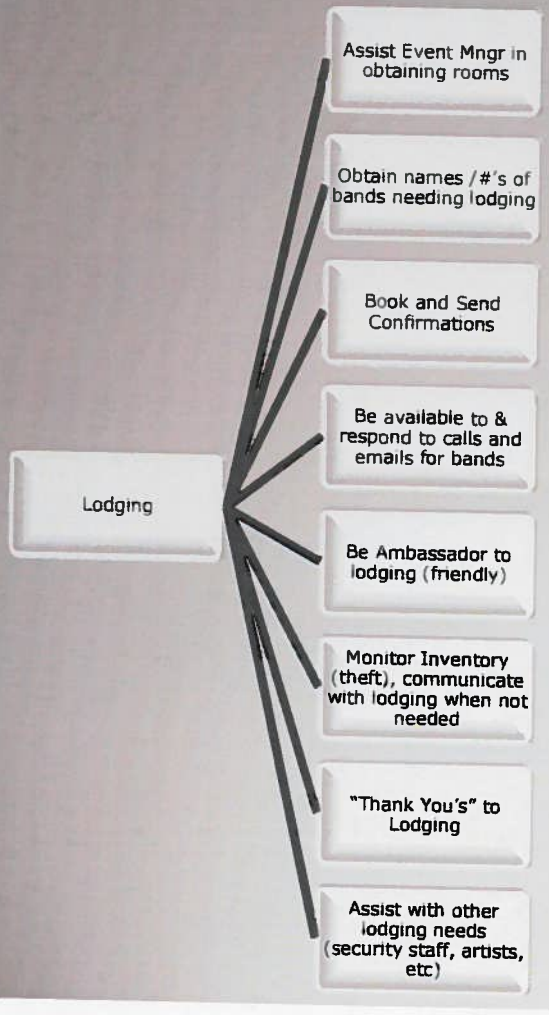
Job:

Suggest 2 full time volunteers and 1 paid

1 will be needed to pick up food, drinks, etc. Also may be needed to escort bands to/from stage

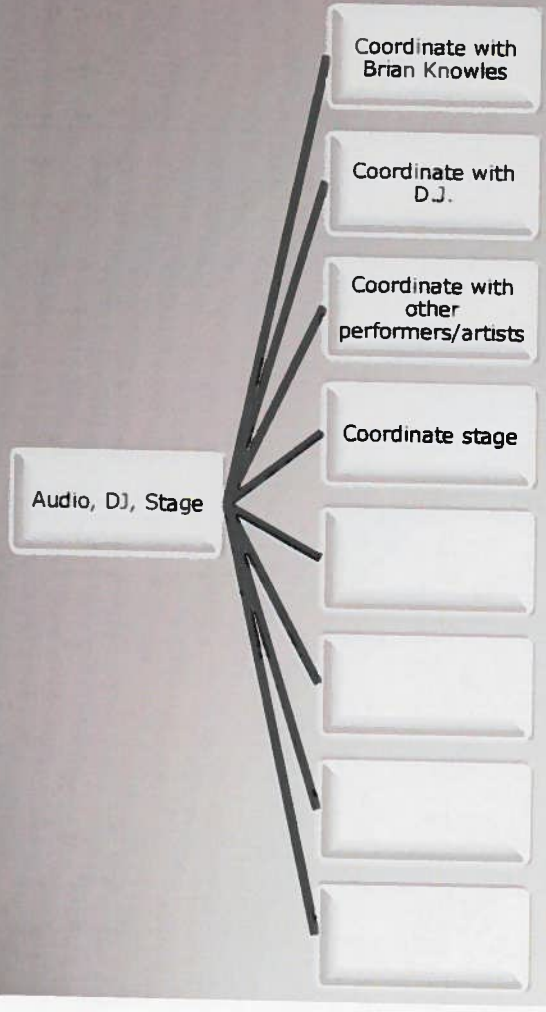
Refer to past list of green room suppliers

Entertainment (Lodging)



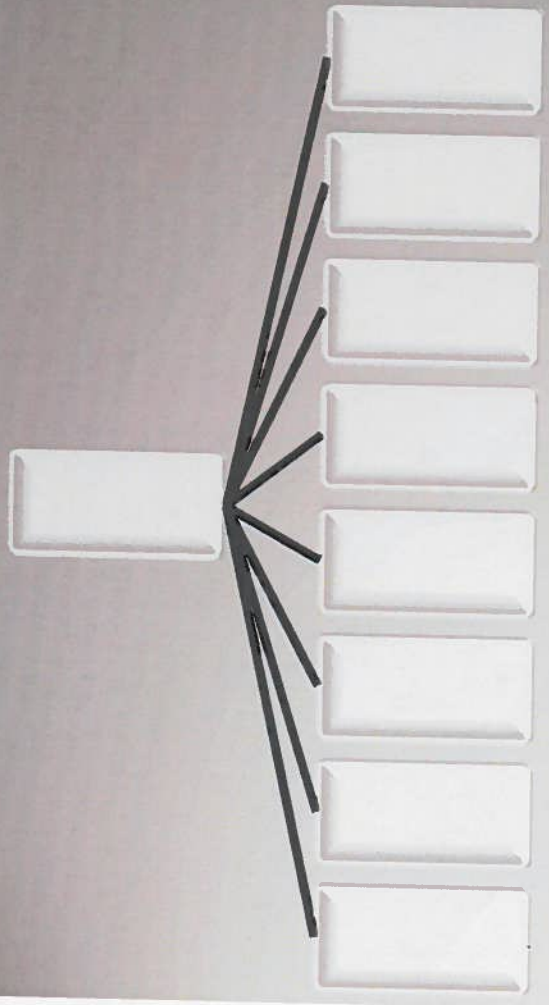
Job:

Entertainment (Audio, DJ, Stage)



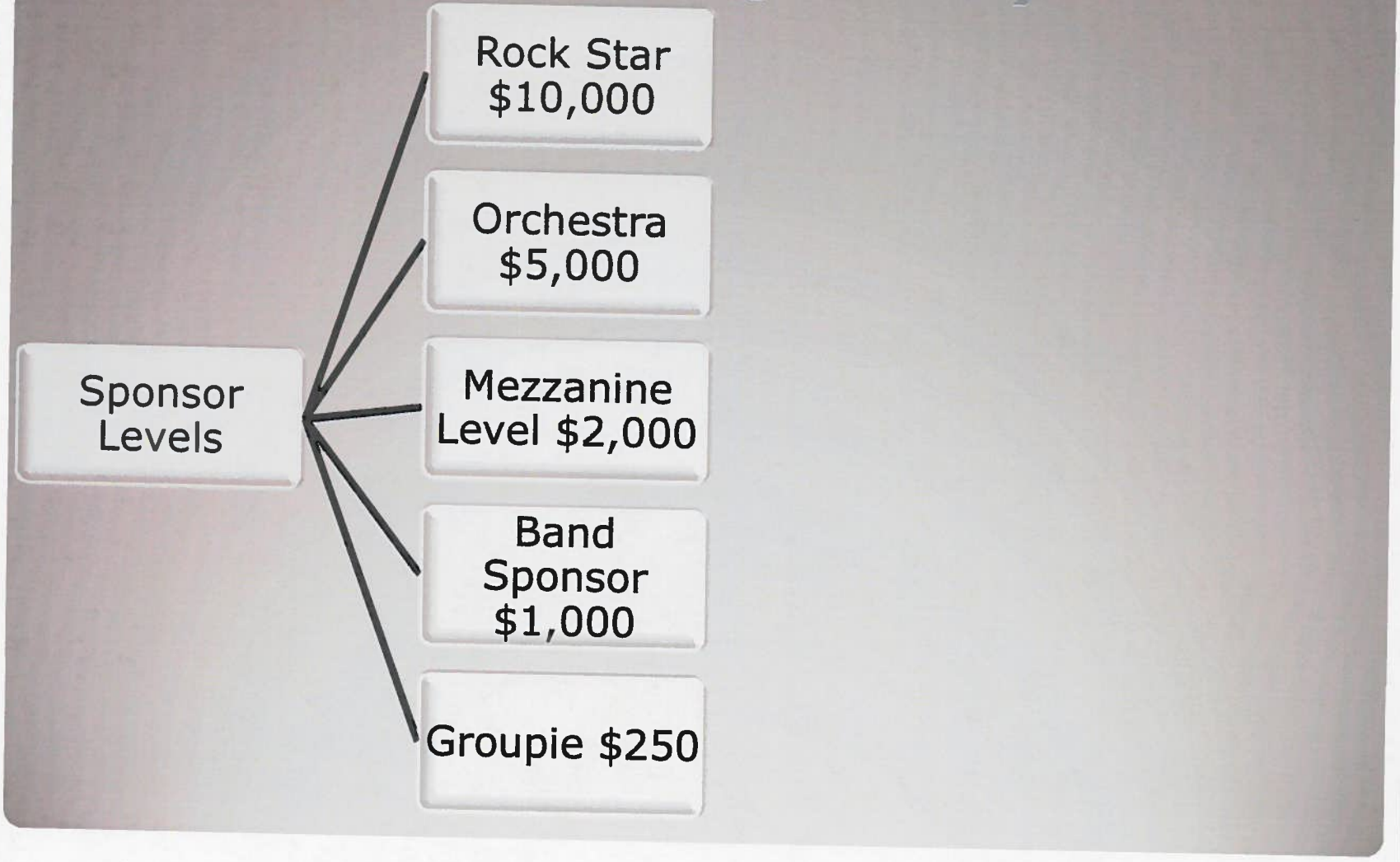
Job:

Entertainment (Notes Page)

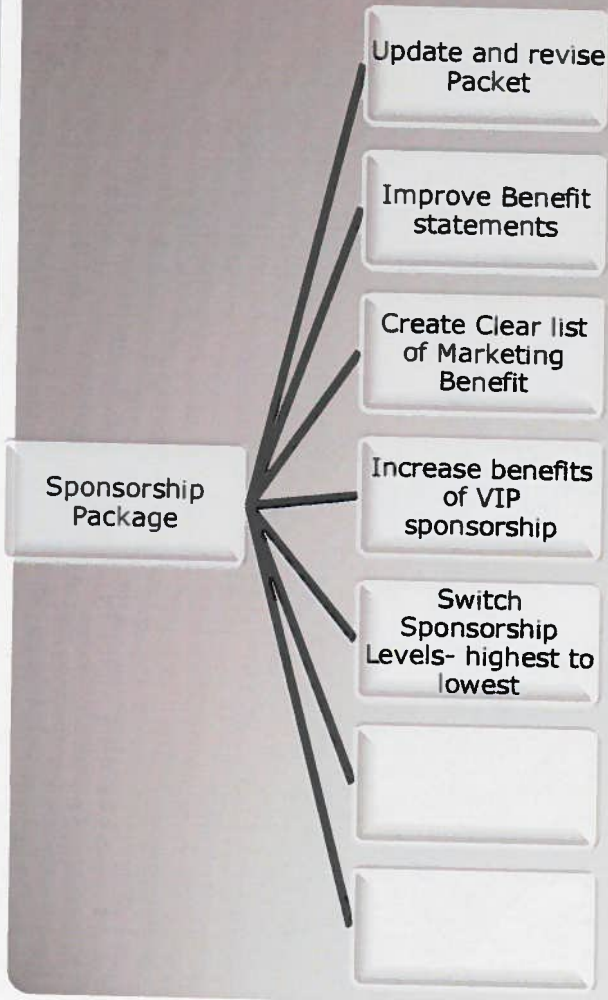


Job:

Sponsors (Levels)



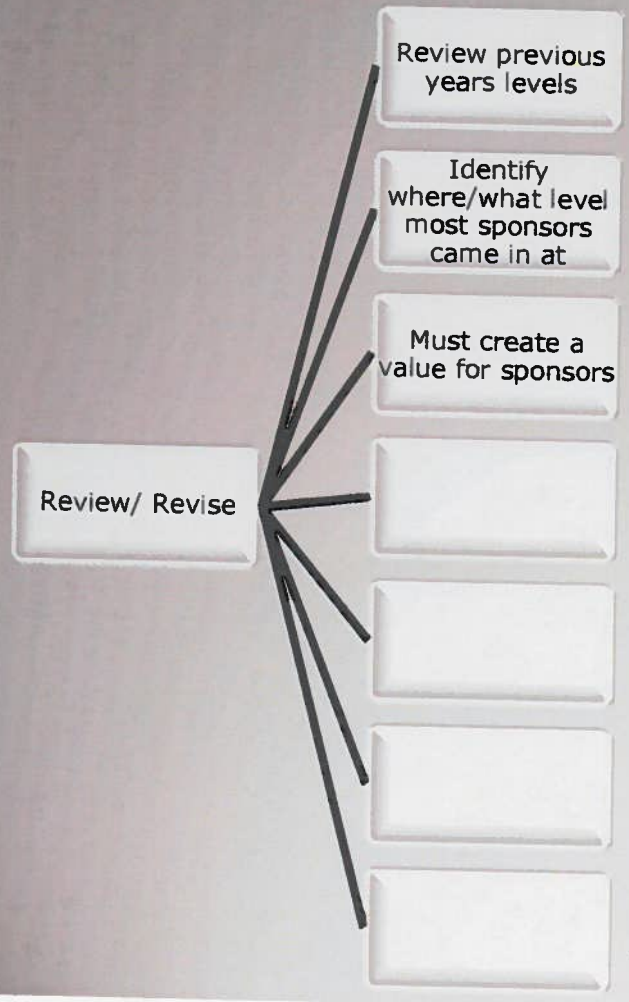
Sponsors (Create Package)



- Job:

- Create stronger benefit statement.
- What else being a good community partner is in it for our sponsors?
- Be specific about how sponsors will be acknowledged
  - Stage Sponsorship
  - Name in program (size)
  - Name on T-Shirt?
  - Inclusion in Press Release
  - We site link, banner, etc.
- Who pays for banners?
- Lets Brainstorm some benefits.

Sponsors (Review/Revise)



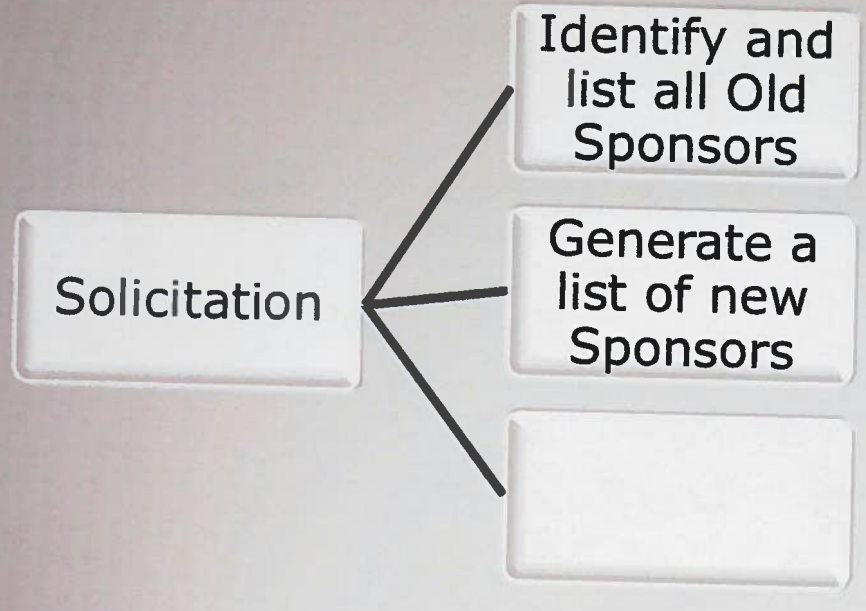
- <u>Job:</u>
- Need to focus on this level directly above – create a special give ($100-$250)

Must Create a Package within reach for more people

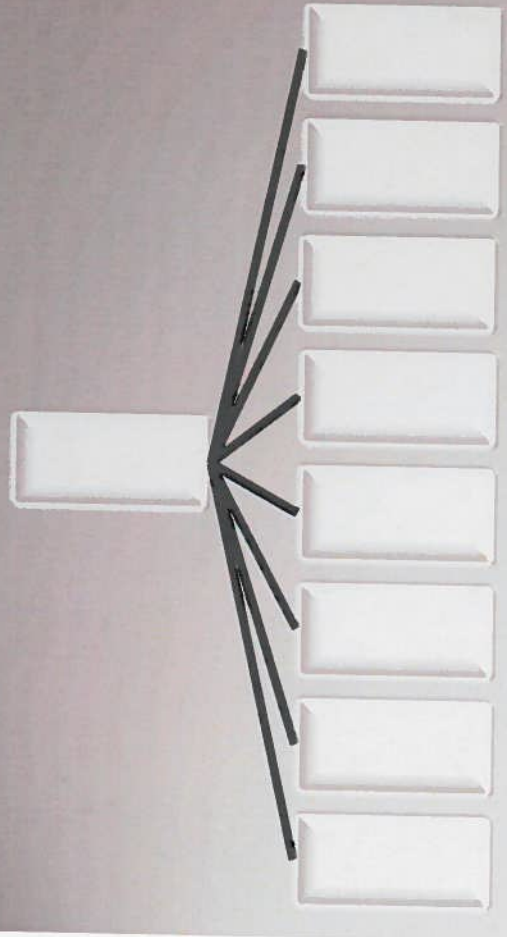
Quick Goal:

20 X $100
10 x $250
5 X $500
5 X $1000
5 x $2000
5 x $5,000
2 x $10,000

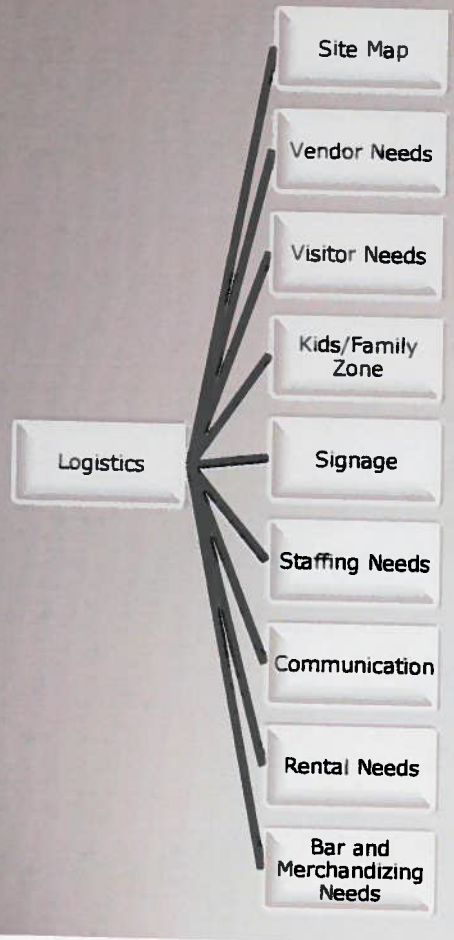
Sponsors (Sponsorship Solicitation)



Sponsors (Notes Page)

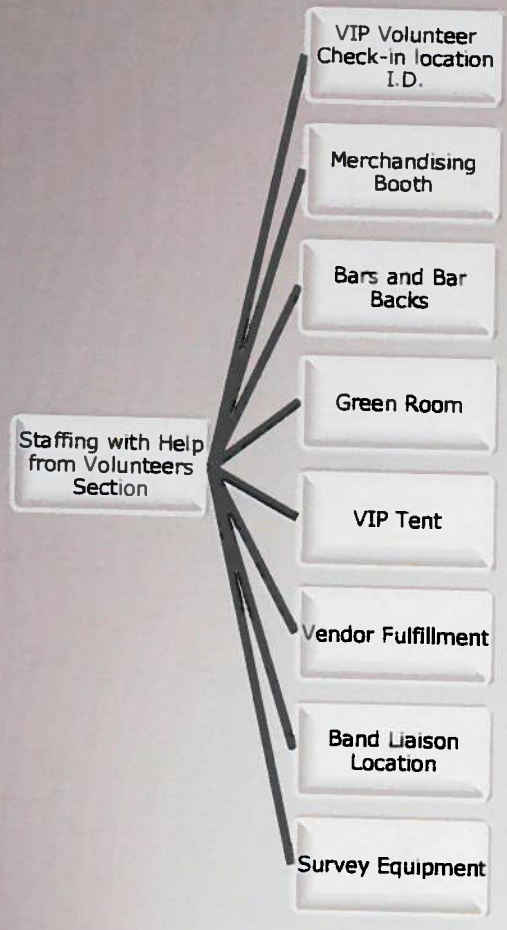


Venue (On-Site Logistics)

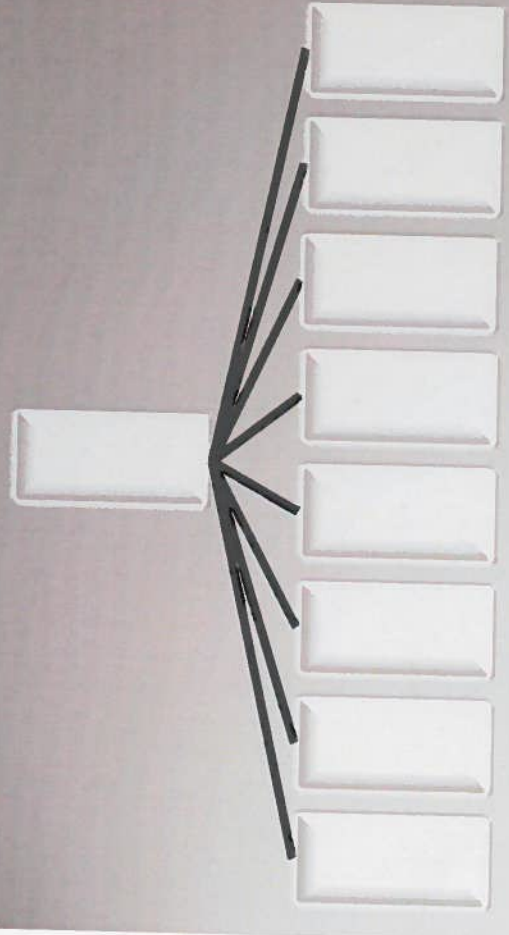


- Job: Basically to organize the on-site needs of the event, such as tables, tents, power, equipment, signage, Radios, tables, chairs, etc.
- This is a pretty cumbersome job that will take coordination

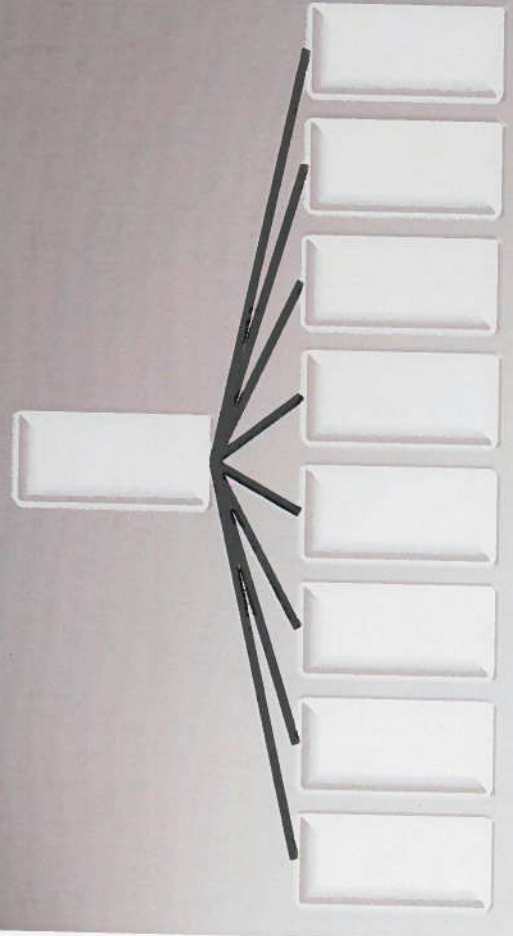
Venue (Staffing)



Venue (Event Coordination)

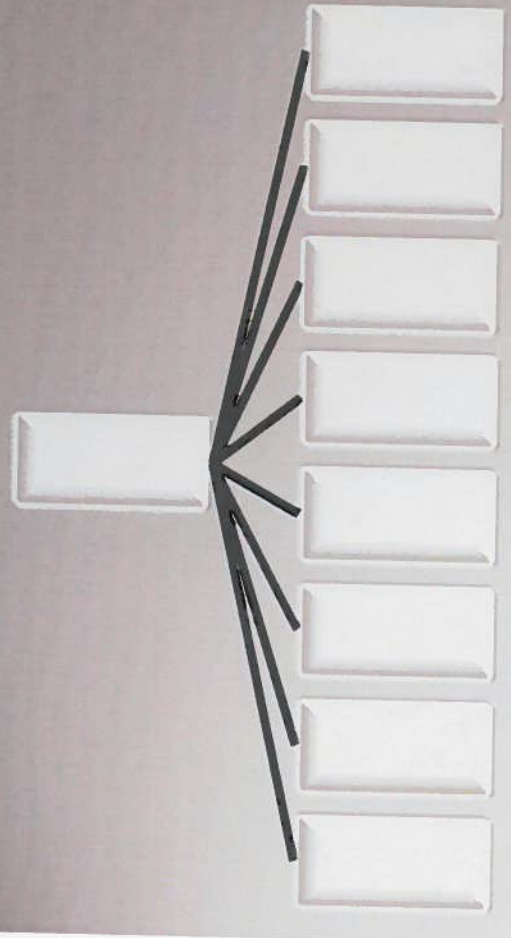


Venue (Tenant Relations)



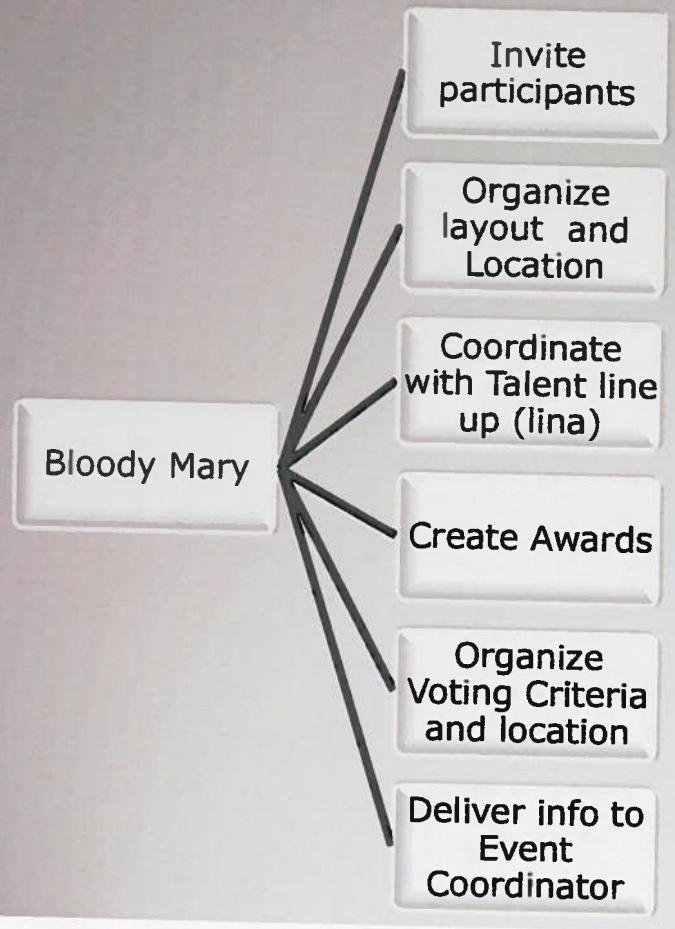
Venue (Notes Page)

- Notes:

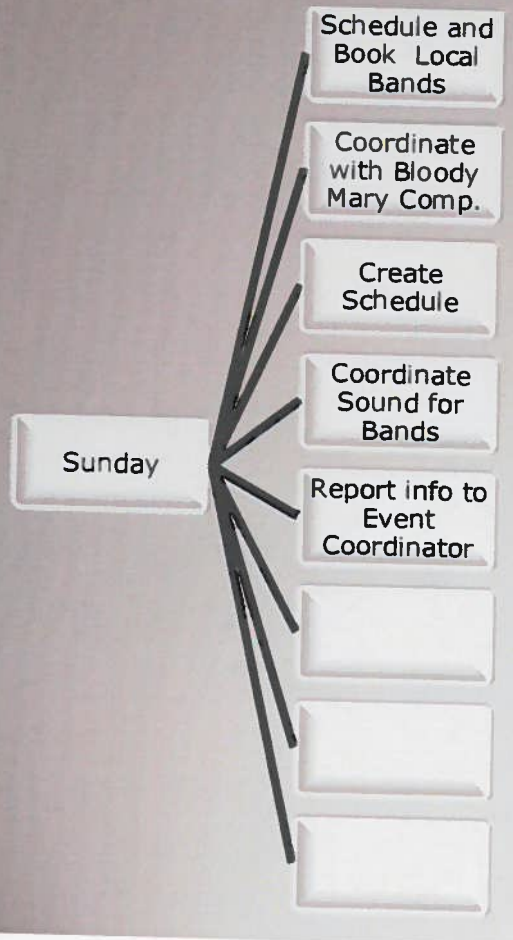


Sunday (Bloody Competition)

- Job: Teegan?



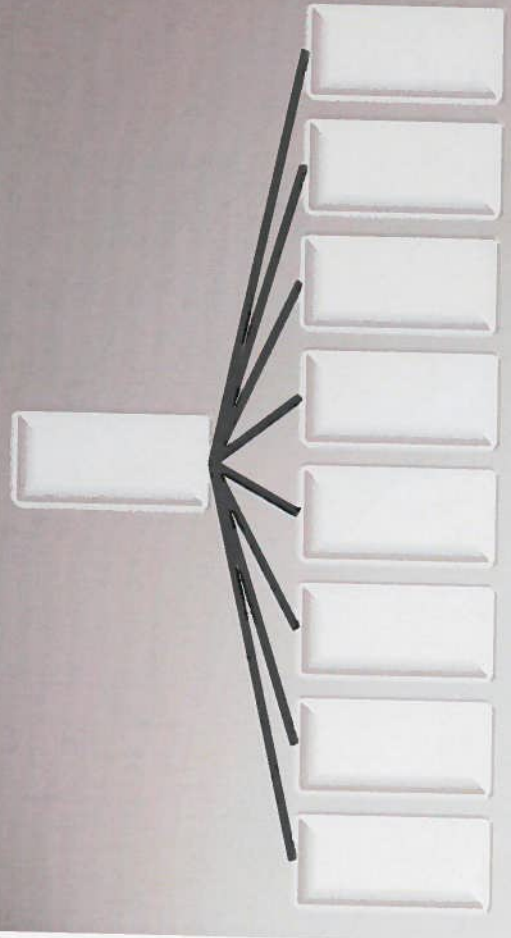
Sunday (Talent Line-up)



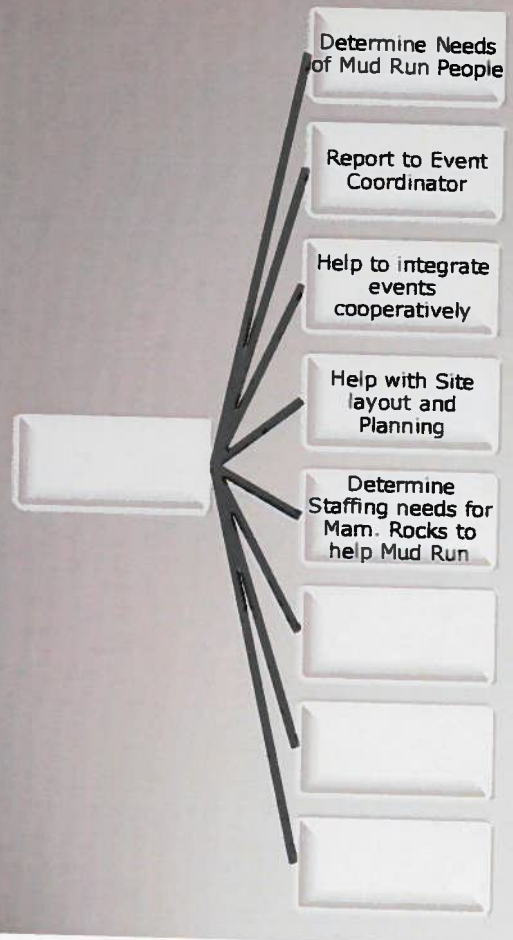
- Job: Lina and Spencer?
- This job entails arranging bands for the days entertainment, coordinating with the Bloody Mary Competition and creating a schedule for the program

Sunday (Notes Page)

- Notes Page



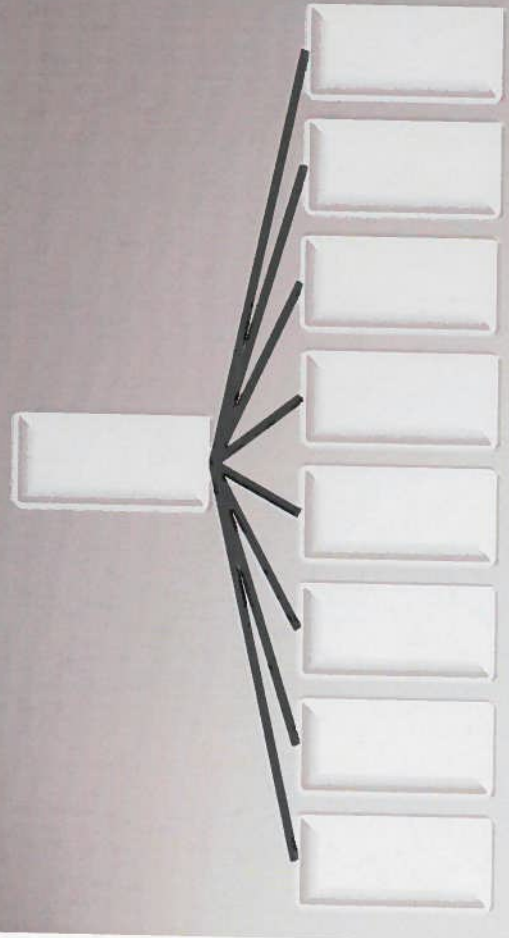
Mud Run (Coordinating)



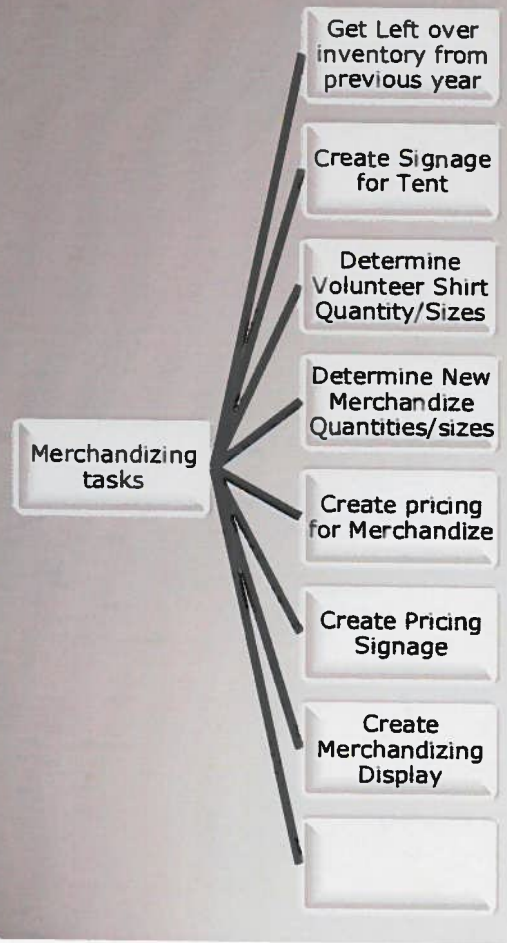
- Notes Page
- Work to integrate Mud Run and Mammoth Rocks Taste of the Sierra to a flawless event.

Mud Run (Blank Page)

- Notes Page



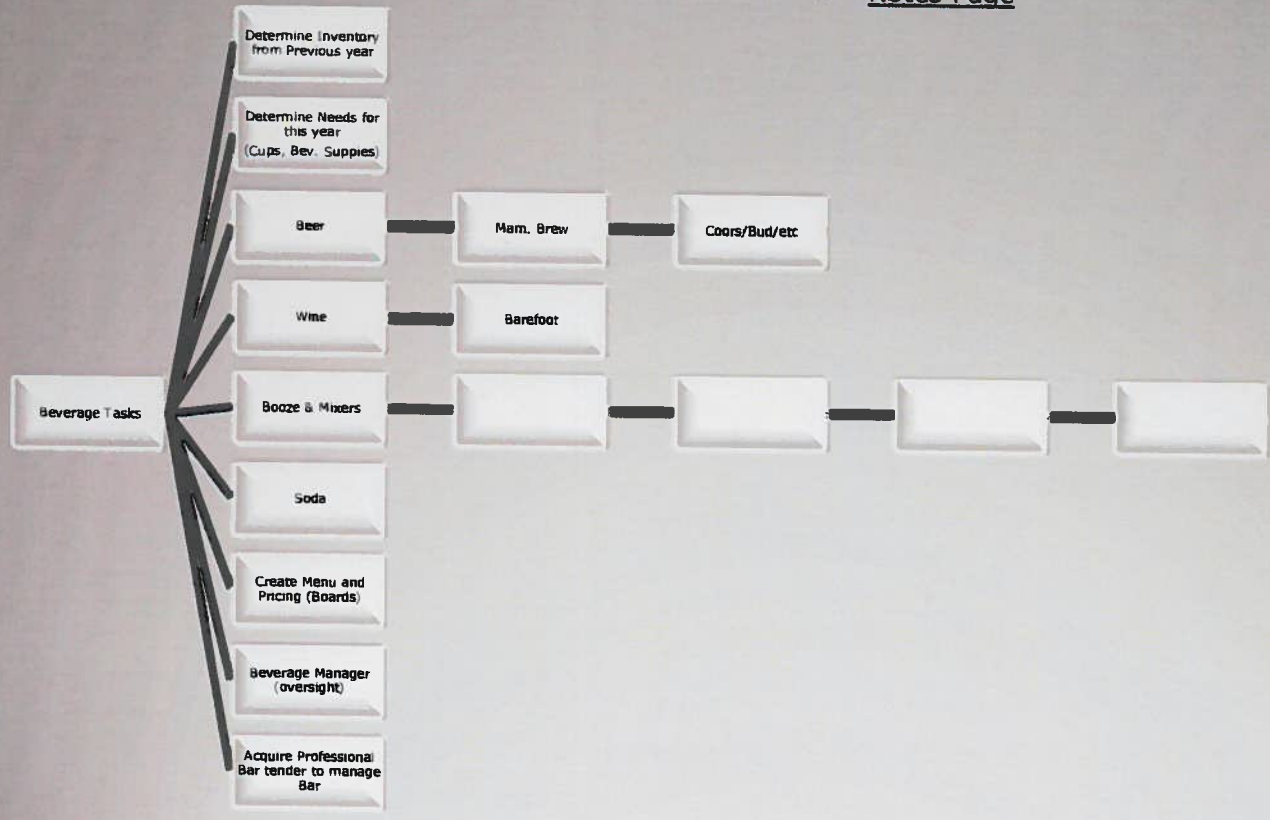
Merchandising



- Notes Page

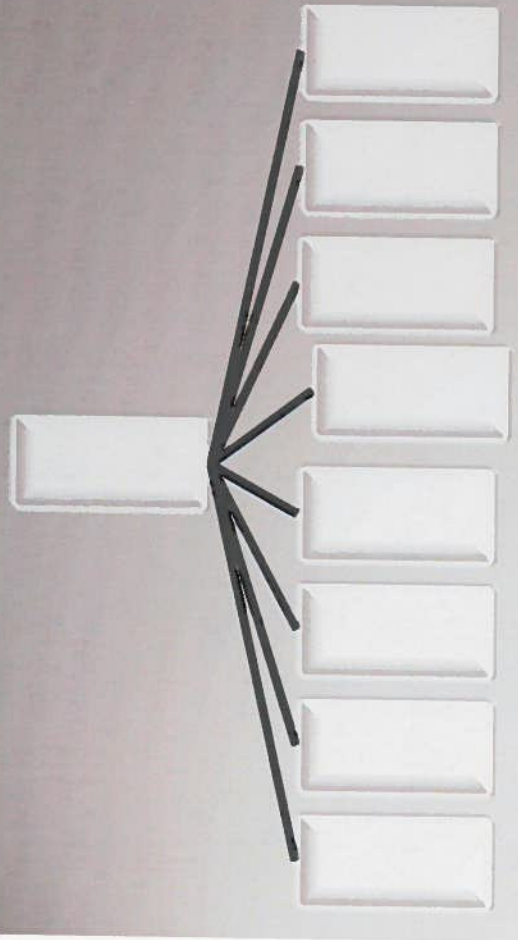
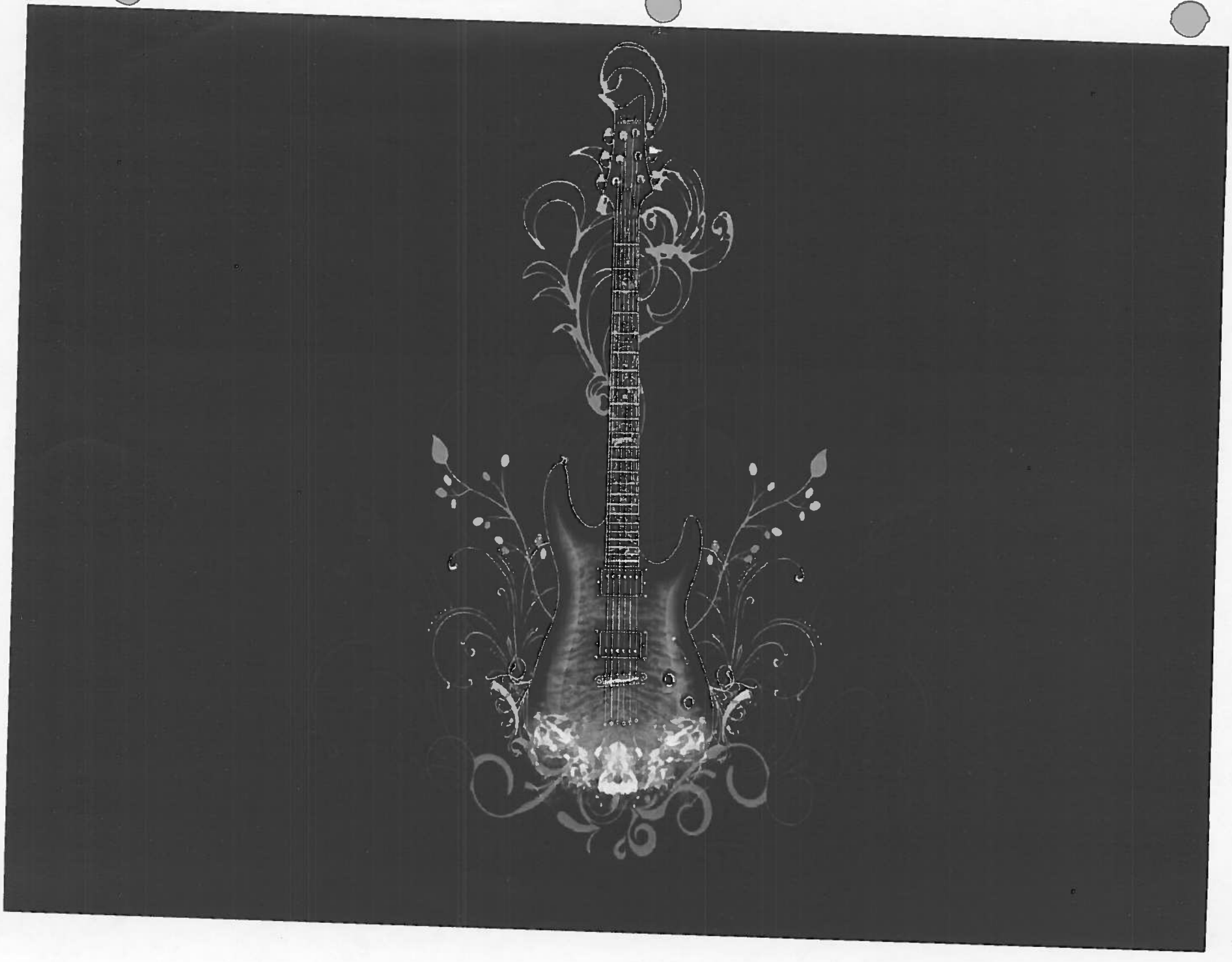
Beverage

- Notes Page



Merchandising and Bev. (Notes)

- Notes Page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