

BUILDING BIG SUCCESS IN SMALL COMMUNITIES



Bart Platt

EVENT COMPLEX MANAGER

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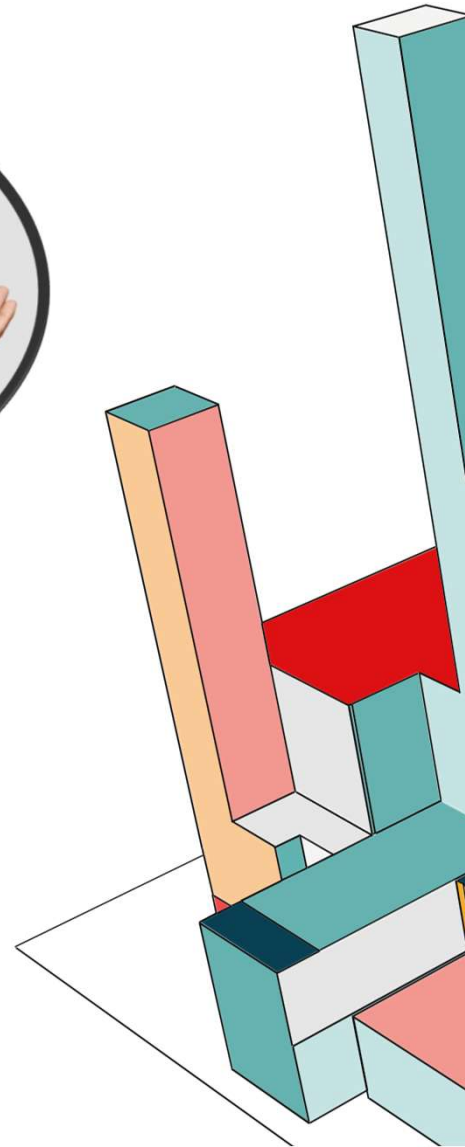
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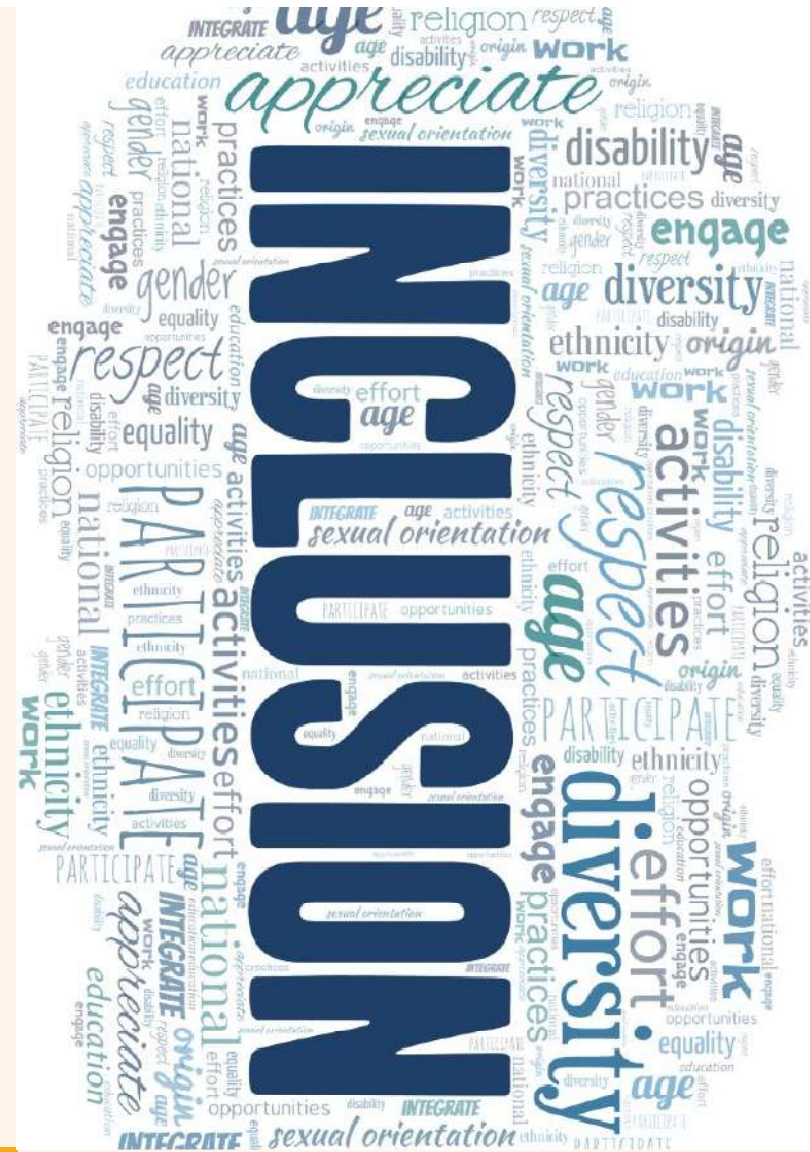
WHERE TO START?



- What Will Success Look Like for YOU?
- Who Will Be Involved?
- What Will YOUR Community Support?
- What Kind of Event is Best For Your Goals?

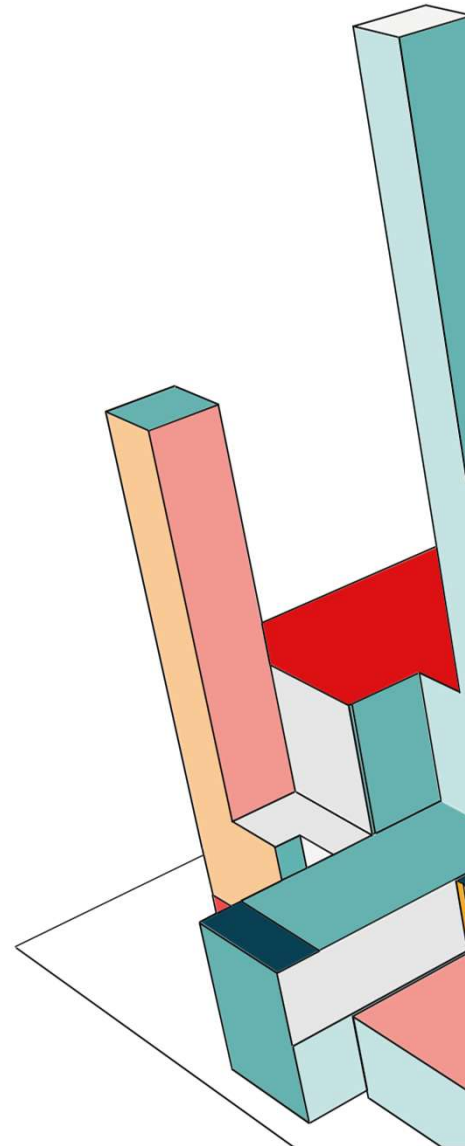


THE POWER OF INCLUSION



ENGAGING YOUR COMMUNITY

- Marketing On A Budget
- Sponsorships
- Tell YOUR Story to Build On What You've Done



guess marketing



EVENT BUDGET

AN EVENT BUDGET IS YOUR FINANCIAL ROAD MAP

**CATEGORIES-FIXED COSTS, VARIABLE COSTS
AND REVENUE**

**BUDGETING STEPS-ESTABLISH GOALS, DETERMINE
COSTS, IDENTIFY REVENUE, BUILD BUDGET, CALCULATE
CASH FLOW, REVIEW/TRACK YOUR BUDGET & POST
EVENT EVALUATION**



STAFF-WHO DO YOU HAVE, WHAT ARE THEIR SKILLS?

LANES-PUT YOUR STAFF IN LANES THEY CAN SUCCEED IN!

EVENT TIMELINE TEMPLATE-

WEEK 1 - WORKING EVENT TITLE & LOGO

WEEK 2 - SPONSORSHIP PACKAGES

WEEK 3 - MARKETING MATERIALS/PRESS RELEASE

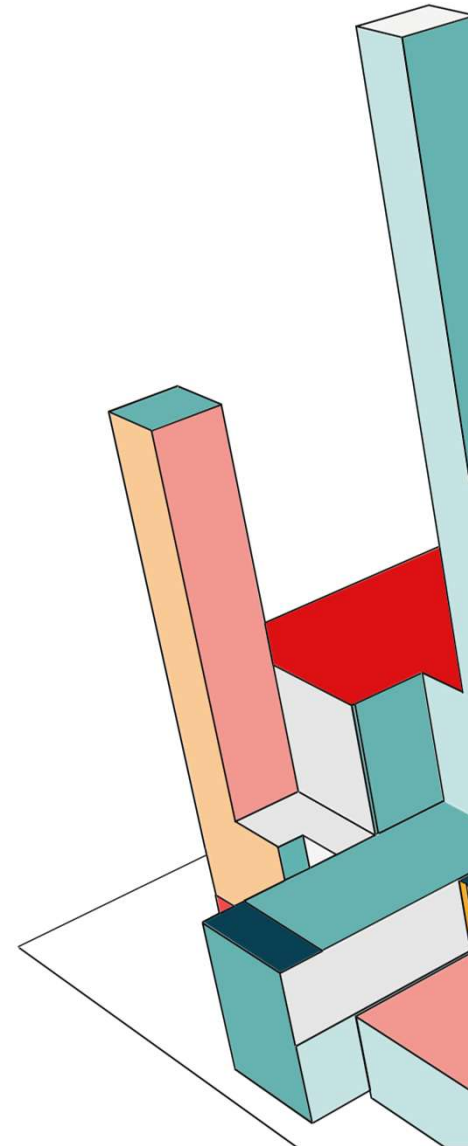
WEEK 4 - POSTERS & SOCIAL MEDIA

WEEK 5 - MARKETING (TV/RADIO/PRINT INTERVIEWS, TV/RADIO/PRINT ADS, SOCIAL MEDIA, COMMUNITY SOCIAL EVENTS, GUERRILLA MARKETING, ETC.)

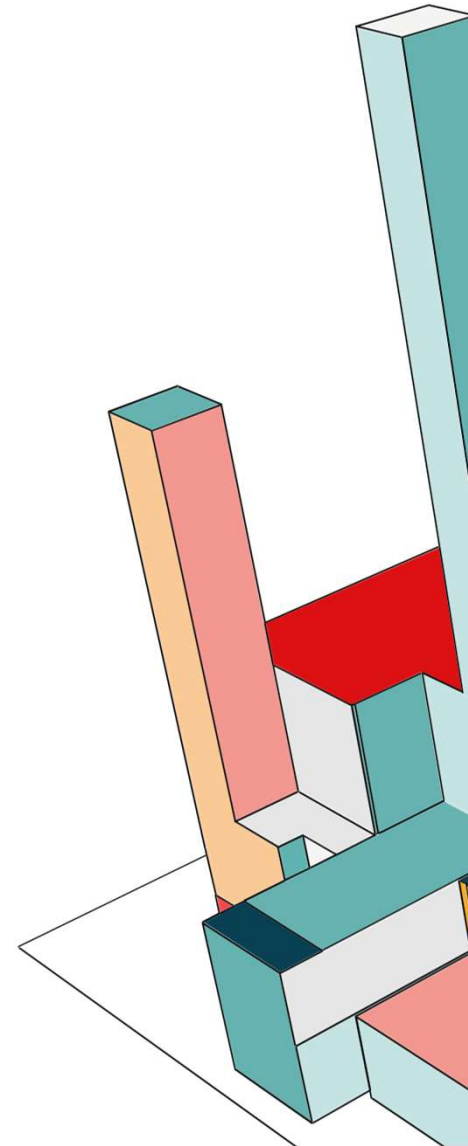
WEEK 6 - SETUP, EVENT & TAKEDOWN

WEEK 7 - POST EVENT MARKETING (THANK YOU PATRONS & THANK YOU SPONSORS)

WEEK 8 - RECAP MEETING



ROAD MAP TO SUCCESS & KNOWING WHERE TO GO WITH YOUR EVENT?



THANK YOU FOR YOUR TIME...NOW LET'S GET CREATIVE



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