



## **Wilson Public Relations**

### **The Wells Fargo 10 for 10 Summer Opener Saturday, June 6, 2015**

#### **EVENT DESCRIPTION:**

The event will be organized in partnership with Wells Fargo and Brigham Young University's Finance Program in the Marriott School of Management. The event is for Utah County residents, mostly families with children. The name of the event is the Wells Fargo 10 for 10 Summer Opener, and it's supposed to be a summer carnival theme. The event will consist of 10 carnival activity stations, food, music and leisure. Parents have the opportunity to open a savings account with Wells Fargo for each of their children with their entrance fee of 10 dollars. Wells Fargo will match the 10 dollars and open an account with them. The account will not require the parents to do a monthly deposit.

The event will require seating for guests and a stage for music. Space for food trucks will also be required. A portion of the money used to pay for food will be donated to the Boys and Girls club of Provo. Guests can do the following activities: Water Balloon Toss, Football Toss, Dunk a BYU Cougar, Kids Craft Table, Outdoor Bowling, Wheel of Prizes, Milk Jug Toss, Ring Toss and Bounce House Obstacle Course. When guests enter the activity they are required to have tokens to play the games. Parents can pay as much or as little as they want, but to play each station they must pay 10 dollars. After completing each event, guests will get a "dollar" that can be spent at a prize station. At the prize station, they can get candy, t-shirts, mini footballs and other Wells Fargo swag. At this station, parents can also open up their children's savings account. To incorporate social media into this event, a coloring contest will be held at the craft table. The kids have to draw their favorite summer memory and then submit a picture of it on Instagram, Pinterest and Facebook with the hashtag, #10for10Summer. Wells Fargo will then randomly pick a winner for each social media page and the winner will win a \$50 cash prize that can either be put into their account or on a cash card.

#### **6-9 MONTHS PRIOR**

- Fill out event and work order request with Bob Jones at BYU Physical Facilities office. Work order must include the number of people expected to attend, number of tables and chairs needed and the number of electrical and water hookups. The physical facilities request must include one 14' by 32' stage with tent covering and 2 tents for each activity station. Tarps for all events including water must be included on the work order.
- Design scale map of event on the Lavell Edwards Stadium West Parking lot for BYU's Physical Facilities. The map must then be brought to Bob Jones for revisions and approval. This map must also include all parking for the event. Parking for the event includes all stadium parking, and free public parking surrounding the event.
- Rent Cosmo the Cougar for photos and Football Toss.
- Contact BYU Dining for list of BYU approved food trucks. If food is sold at events on BYU campus, they must be approved by BYU's Dining office. Since food trucks will be at this

event, each food truck must be approved. If they are not on the list, they must go through an application process that could take up to a month.

- Contact food trucks about event: Art City Donuts, CupBop Korean BBQ, The MouseTrap, Sweeto Burrito and Fiore Pizza. Any food truck not on the approved list must fill out application and submit it to [dining.byu.edu/events](http://dining.byu.edu/events).
- Contact local bands The National Parks, Provo Yacht Club and Mideau to perform throughout the event. They will have an electricity hook-up near the stage because of the work request, but they will be required to provide all of their own equipment. Microphones will be provided.
- Place work order for two microphones and three speakers from BYU Office of Information Technology for the date.
- Rent 20 Honey Bucket restroom facilities and hand washing stations.
- Schedule event photographer.
- Schedule BYU athletes by notifying coaches of the event.
- Contact Stephanie Nielsen and C. Jane Kendrick to MC and host the event.

### **9-12 WEEKS PRIOR**

- Rent bounce house obstacle course from [insaneinflable5k.com](http://insaneinflable5k.com).
- Rent outdoor bowling game from Outdoors Unlimited
- Rent Dunk Tank from Outdoors Unlimited
- Design and order t-shirts for volunteers
- Design and order t-shirts for prizes
- Rent Ring Toss, Milk Jug Toss, Wheel of Prizes and Football Toss games from [backyardcarnival.com](http://backyardcarnival.com).
- Follow-up with Physical Facilities at BYU and confirm work order deliveries
- Follow-up with Stephanie Nielsen and C.Jane Kendrick
- Follow-up with all rentals
- Follow-up with athletes, Cosmo, food trucks and bands performing
- Contact Wells Fargo branch representatives for sign-in and opening the accounts at the end of the carnival games (ask if they can bring equipment for table).
- Contact main Utah County branch manager about \$50 cash prize to drawing contest winner

### **5-10 WEEKS PRIOR**

- Send out emails obtained from BYU University Communications to local college students to volunteer for the event. 250 volunteers are needed for set up, clean up and event operations.
- Write script for Stephanie and C.Jane for hosting
- Start promotional poster and collateral material design
- Print promotional posters and collateral material for distribution
- Order volunteer breakfast from Kneaders Bakery (includes utensils)
- Finalize event schedule and page in brochure with events for guests
- Create and print brochures about 10 for 10 event for parents to read at check-in and prize table. Brochure must contain information about Wells Fargo's savings accounts and the 10 for 10 event.
- Order event decorations, 100 balloons in the shape of suns, 100 sky-blue helium balloons, 100 coral flower helium balloons with strings

## **2 – 4 WEEKS PRIOR**

- Start designing and compiling media kits
- Distribute promotional posters and collateral materials to local Wells Fargo banks and branches. Distribute posters to local businesses in Provo and Orem. Distribute posters to local elementary schools and junior high schools in Provo and Orem.
- Send follow-up email to all volunteers asking them to confirm their presence at the event
- Send follow-up reminder emails to all helping with the event. Give them contact information for questions and concerns
- Order tickets, tokens, crayons, paper, candy, dollars, Frisbees, water bottles, water balloons, mini footballs and BYU t-shirts for prize and craft table on amazon.com. Place in temporary storage unit that Wilson Public Relations event planning owns.
- Create directional signs for parking and event flow (names of each station) and print
- Gather cash cards for band and special guest meals

## **1 WEEK PRIOR**

- Create press release for event and include it in media kit
- Start Social Media posts on Instagram, Facebook and Twitter
- Script run-through with C.Jane and Stephanie Nielsen
- Start social media messaging on Facebook, Twitter, Pinterest and Instagram
- Follow-up with food trucks, bands, athletes, Cosmo and volunteers letting them know what time they need to be at the event
- Purchase coolers for water balloons and storage bins for prizes and carnival booths
- Print event 3,000 event schedules for volunteers and guests

## **3 – 5 DAYS PRIOR**

- Send press release and media kit to media: The Daily Herald, The Universe, KSL, The Deseret News and The Salt Lake Tribune
- Follow-up with insaneinflatables5k, Outdoors Unlimited and backyardcarnival.com about delivery and take down.

## **1 DAY PRIOR**

- Send out social media messages on Facebook, Twitter and Instagram
- Get prizes, dollars, tokens and collateral materials from storage.

## **EVENT DAY (Set Up)**

- Stage Set-Up will begin at 6:00 AM
- Tarp and electrical set-up begins at 6:00 AM
- Tables, chair and tent set-up begins at 7:00 AM
- Volunteers check-in at 7:30 AM
- Carnival Booth (Water Balloon Catch, Football Toss, Dunk a BYU Cougar, Kids Craft Table, Outdoor Bowling, Wheel of Prizes, Milk Jug Toss, Ring Toss and Bounce House Obstacle course) set-up at 8:00 AM, volunteers and Wilson Public Relations team members check each station to make sure each station has the materials it needs.
- Volunteer Breakfast at 8:45 AM
- Volunteer booth/activity training at 9:30 AM
- C.Jane and Stephanie Nielsen stage and hosting run through at 9:30 AM
- Sound check for bands at 10:30 AM
- Wells Fargo team check-in training and prize table training at 10:30 AM
- Water balloon fill-up at 10:30 AM

- Parking volunteer training at 11:00 AM
- Food truck arrival/station training at 11:30 AM
- Event starts at 12:00 PM

### **EVENT DAY (Take Down)**

- Bands will pack up their own equipment
- Food trucks will take down
- Volunteers will clean up the trash and take down the carnival games and pack them up
  - Public relations team will deliver the Outdoors Unlimited equipment.
- Backyard Carnival will take down what they brought
- Wells Fargo team members will take down the sign-in booth and will collect the money and take it to the main branch in Provo.
- BYU Physical Facilities will take down the stage, tables, tents and chairs
- Volunteers will help wherever they are assigned to help

### **2 – 5 DAYS POST EVENT**

- Announce winners of coloring contest winners (#10for10Summer) on Facebook and Instagram. Have winners personally message the events pages to claim \$50 prize.
- Send social media messages asking guests to share their favorite part about the event or what the event could improve on in the future using the hashtag #10for10Summer.
- Event follow-up Discussion at Wilson Public Relations with finance program representatives

### **1 WEEK POST EVENT**

- Create and send out volunteer experience survey
- Create and send out survey for all guests that created accounts at the 10 for 10 event
- Send thank you notes to volunteers
- Send thank you notes to rentals, athletes, bands, food trucks, physical facilities and all the other people that helped make the event possible
- Pay electricity and water bills
- Obtain photos from photographer and post them on social media platforms and [www.wellsfargo.com/10for10](http://www.wellsfargo.com/10for10) and [www.finance.byu.edu/10for10withWellsFargo](http://www.finance.byu.edu/10for10withWellsFargo)