CLUB EVENT PLANNING WORKBOOK

Welcome to the Club Event Planning Workbook!

The purpose of this workbook is to guide club executives to planning to best event possible to achieve their club's goals. Inside you'll find lots of resources, worksheets, tips and tricks on running a successful event.

The Club Event Planning Workbook is meant as a guideline. Following the instructions in this handbook is not required by neither Saitsa nor SAIT. We want this to be a guide for ensuring that your events are planned efficiently and that you spend more time enjoying your events rather than dealing with unexpected problems.

This handbook is also not a rulebook: feel free to take our resources and make them your own or use some but not all – whatever works best for you and your team! The resources, exercises, and lists in this book have been compiled from a variety of places and chosen based on the experiences of past student group and volunteer organization executives. If you have suggestions for additions to future editions of this handbook, please send them to the Clubs Coordinator at saitsa.clubs@edu.sait.ca

Table of Contents

Planning an Event

Best Practices

Defining Your Event Strategy

Why are you hosting this event? What's your goal?

Sometimes, events are simply about creating connections, but most of the time, we also have organizational goals tied to them: Are we hoping to build up a community? To advance a particular agenda? Drive more ticket sales? Understanding the "why" behind your event will help you build a great event strategy.

Who is the event for?

Before you get too deep in the planning and prep, define your audience. What are their interests? How will they share this experience with their peers? Thinking through these questions will help you stay focused as you map out the entire attendee journey.

What will people be doing when they attend?

What does the event programming or "run of show" look like? Are you hoping to teach folks something new, offer classes or workshops, or simply allow space for connection and socialization? Create a focused event program for a meaningful experience.

Why will they choose this event over others?

What makes your event stand out in a crowded calendar? Have you created a compelling event listing that includes all the important details *and* makes your event irresistible to prospective attendees?

Event Date

When selecting the dates for your event, it is a good idea to check whether there are any other events already planned to avoid clashes in events. The timing of your event is also important to consider. Try not to plan your event during known quiet periods when many people are out of town.

It is important to provide details of your set up and dismantling period, as well as the actual times for your event to assist with the scheduling of works in the area.

The Event Team

The Event Team is responsible for the overall management of the event. Their role and responsibilities include organising, resourcing, creative directing, human resource management, negotiating, financial management, public representation, troubleshooting and liaison. The Event Team Lead must be contactable throughout the event planning, conducting and evaluation processes.

Managing teams effectively means recognising why people became involved, it requires a combination of organisational skills and an understanding of the members. You need to explore the skills of the people on the team and match them to the jobs which need doing within the group. Remember that the team members need to get something out of their role too, whether it is an increased sense of ownership and belonging to the organisation, social networking, or new skills.

Example of Event Team Role Distribution:

Key Milestones

- Event Date
- Title and Theming
- Venue Contract Finalized

Team Lead / Management

- Determine committee meeting dates
- Finalise committee responsibilities
- Write event management plan
- Create job descriptions for, organize, and train event staff and volunteers

Marketing

- Arrange logo and poster design
- Establish marketing and communications plan
- Update websites / social media / email newsletter / etc. with event details
- Create RSVP Form

Finance

- Prepare preliminary and final budgets
- Confirm ticketing procedure
- Research funding grants to apply for
- Create invoices for sponsors
- Collect receipts and invoices from vendors and venue
- Organize reimbursements as applicable

Programming

- Research ideas for guests / speakers / activities
- Develop programme timing and final program
- Confirm all guests / speakers / activities and fees
- Confirm guest entitlements (travel, accommodation, and meals)
- Send contracts to all guests / speakers (outlining deadlines, requesting photos, biographies, and confirming entitlements)

Sponsorship

- Research sponsors
- Obtain information on key benefits for sponsors
- Develop sponsorships (levels, packages, inclusions, and entitlements)

- Regularly follow-up with potential sponsors
- Produce contract for sponsors, process invoices and request logos

Venue

- Research appropriate venues, catering, vendors
- Create site plan and ensure adequate spaces for activities, vendors, and accessibility for all attendees
- Create evacuation plan, traffic management plan and contingency plan
- Book security, arrange parking, first aid services

Financial Planning

Budget

You may have a great idea for an event, but you need to make sure it is financially viable. You will need to set out your projected Income* and Expenditure to demonstrate that your budget will balance, and your event will be financially viable. *Free events are 100% normal and encouraged! However, it's important to consider all budget lines when planning an event.

Income

Sources of income fall into 2 main categories:

a)   Earned income: ticket sales, merchandising, sponsorships, etc.
b)   Unearned income: donations from individuals or trusts/foundations etc.

Expenditure

You should list each item of expenditure for your project - grouping them together under headings will help. Examples include:

- Festival/Event site costs - hire of land, catering, equipment, staging
- Artistic costs - performers' fees, accommodation, travel, hire of instruments
- Marketing costs - print of leaflets/flyers/programs, posters

Financial Support

It is likely that your event will not generate enough income to cover all your costs, so finding funding from other sources will be essential.

It is important to start seeking financial support as early as possible as institutions often have a long turnaround time. Allowing a long lead time will also allow you to accurately plan your budget with the funding you have secured.

Remember to stay up-to-date on the grants and funding available through SAIT and Saitsa. There's a lot of money for specific goals, including mental health, legacy initiatives, and more.

You **must** ensure that you keep receipts and accurate financial records if you have been awarded grant funding as you will be required to invoice those funds at the completion of the project.

Event Promotion and Marketing

Event promotion and marketing is one of the most important aspects of planning your event. You want as many people as possible to attend your event, so it is important to get the information out to your target audience well in advance of your event.

You will need to consider the best and most cost-effective way of advertising and promoting your event to keep with your event budget. The common forms of media are social media, posters, school radio, and email. For effective promotion, utilizing a combination of these media forms is the best option.

Get your message out early. If you have set a date for your event and the location is decided, send a "remember this date" email to your email distribution list so people are aware that the event will be happening. You may also like to establish a promotion schedule which outlines the dates, cost, and type of media promotion you will carry out and when. This will help with ensuring you stay within your budget and the information necessary for a successful event is distributed to your membership at the right time in the lead up to your event.

Organic promotion

This includes things like social media posts, event listings on your website events calendar and on third-party calendar sites and reaching out to past attendees.

Paid promotion

If it's in your budget, you can include promoted social media posts, sponsorships at similar events, or ads in websites or media outlets. Consider collaborating with another club to attract their members to your event or to work together in marketing or event planning.

Send a "thanks for registering" email

Do this as soon as attendees register or RSVP and be sure to include important details like the event date and time and instructions on how to access the virtual event.

You should also let attendees know if they need to prepare or bring anything: Will they be asked to participate with their computer video and audio on, or should they stay on mute? Will attendees need any supplies to participate in a class?

Plan a series of "get ready" touchpoints with attendees via email and social media

You can easily automate these emails with a tool like Promoter, which comes with pre-written email templates, so you don't need to reinvent the wheel. Don't forget to include a link to your event and/or instructions on how to connect.

Ticketing

This is important in achieving crowd control. Will there be advanced ticketing or tickets purchased at the event or both? Advanced tickets can provide:

- Event details
- Event services information
- Entry details
- Transport arrangements

Post-Event Considerations

Send a "thank-you" message to attendees.

Everyone likes to feel appreciated, plus, a thank-you email provides an excellent opportunity to solicit feedback from your guests.

Send a message to people who couldn't make it.

Forward over a few highlights from your event to generate a little bit of healthy FOMO among people who couldn't make it to your event and start building interest and excitement now for your next event.

Send a post-event survey to all attendees.

It's crucial to reach out to attendees in the days immediately following an event. At this point, your event and your brand are fresh in their memory. If you want to get an honest opinion and gauge how you're doing, you need to strike while the iron is hot.

Take stock of what you learned and what you'll do differently next time.

Every event is a learning experience. Reflect on what went well and what you'd like to improve and make a few internal notes for your next event.

Submit the Post-Event Summary Form

To maintain continuity from year-to-year, after each event a club holds, they must complete and submit a Post-Event Summary Form. This can be found on Saitsa.com/clubs, on the Club Executives Resource Page. Post-Event Summary Forms must be submitted to the Clubs Coordinator within a week of the event.

Risk Management

Waivers

SAITSA provides waiver forms to any student club that will be hosting events for its membership that fit into one of the categories below:

- Transportation of people

- Sporting/physical activity

- Any events during the COVID-19 Pandemic

The waivers SAITSA provides to student clubs dictates that upon signing the form the student is "releasing liability, waiving all possible claims and assumption of risk"

Incident Management Contact Details

Who will be the designated contact people for any incident?

Incident Reports

All incidents are to be recorded in the following format:

Name of Event:

Event Organizers:

Date and Time of Incident	Description of Incident	Persons involved (Name, address, phone)	Action Taken

In-Person Events

Venue

When selecting a site, especially for an outdoor event, do a "Risk Assessment" for any potential hazards in the area. Hazards may include:

- Slip, trips and falls;
- terrain – small holes that can twist ankles;
- proximity to water bodies;
- wildlife/fauna including insects and snakes;
- high winds;
- extremes of temperature;
- fitouts within buildings and structures; and chemicals stored on site; and structures.

This list is not exhaustive. The event manager must ensure that all hazards appropriate to the event have been addressed. List the identified hazards at the selected site and the action taken to minimise the risk.

Contingency Plan

Has a contingency plan been considered in the event say of an outside activity if it rains? To prepare your contingency plan you need to first identify all the possibilities that could occur that would have a negative impact on your event. Once these have been identified, your contingency plan should include a set of specific actions that can be implemented to reduce these anticipated negative impacts on the event if/when challenges arise.

Traffic and Pedestrian Management

Patron access must be planned to ensure there is no disruption to neighbouring businesses or homes, and to ensure clear access by emergency services and event staff.

Event organisers must make arrangements for the following:

- Adequate car parking space, including over-flow parking
- Access for people with disabilities
- Preferred access routes to the venue
- Adequate lighting

Lost and Stolen Property

What arrangements have been made for lost or stolen property? Show location on site map.

Health Promotion

Have you considered health promotion material, for example:

- Glass containers are not permitted
- Smoke free event
- Bags will be searched
- Public Transport will be available

- Don't drink and drive
- Food and snacks will be available
- Masks are required unless actively eating or drinking
- Social distancing guidelines in place (6ft apart)

On-Campus Events
Event Spaces

Saitsa encourages all student clubs to first consider Saitsa locations for their events, The Gateway restaurant and bar or the Odyssey cafe. Saitsa covers the room rental fee for student clubs that book Saitsa owned spaces for events. All SAIT spaces MUST be booked by the Clubs Coordinator. The Clubs Coordinator acts as a liaison between your student club and all other departments on campus. The following page has a list of the rooms available for rent on campus, their capacities, and whether they're licensed.

*SAIT Conference Services charges a setup and tear down fee if they are required to rearrange the room.

Building	Room	Capacity	Charge	Licensed
Campus Centre	Gateway	464 (without patio) 564 (with patio)	N/A	Yes
Campus Centre	Odyssey	120	N/A	Yes
Stan Grad Centre	MacDonald Hall	150 (theatre style) 128 (rounds of 8)	*Setup/tear down fee	Yes
Johnson-Cobbe	'The Egg'	64	*Setup/tear down fee	Yes
Campus Centre	Orpheus Theatre	341	*Setup/tear down fee	No
Campus Centre	Ambrosia Room	80	*Setup/tear down fee	No
Campus Centre	Symposium	400	*Setup/tear down fee	Yes
John Ware	4 Nines	240	*Setup/tear down fee	Yes
Aldred Centre	Basement	80 (round tables) 150 Standing Room	*Setup/tear down fee	Yes

*Conference Services charges a setup and tear down fee if they are required to rearrange the room.

Commonly Requested Meeting Room Spaces MB202, NK109, NH101, KA338, AA113, AA109, AA110, AA128, Senator Burns Penthouse, etc.

Please note: all of these rooms are used by SAIT Academic Services for classroom bookings and are subject to availability. Please avoid requesting academic rooms during peak class times (8 a.m. - 11 a.m., 2 p.m. - 4 p.m.). Saitsa Meeting Rooms available for club meetings: V128.

Catering

Catering can only be ordered through either SAITSA Catering or Chartwells Catering.

"When organizing an event on campus all food must be ordered from either SAITSA Catering or Hotel Arts Catering"

Large-scale Saitsa Catering orders are only an option if your event is happening at the Gateway or Odyssey (Saitsa owned and operated venues). If you're having an event in a SAIT classroom/venue (with under 25 attendees) to-go orders (to be picked up from The Gateway) are available from Saitsa Catering.

Catering in any other room/venue on campus at SAIT (with over 25 attendees) must be ordered through Hotel Arts catering.

Catering Contacts

Saitsa Catering saitsa.catering@edu.sait.ca

Hotel Arts events@hotelarts.com

 Please CC the Clubs Coordinator on any communication with the emails provided above

 Please allow a minimum of 72 business hours prior to your requested date.

Allergies

Consider food allergies when planning your event. You can ask registered attendees if they have any allergies so you can plan in advance. Make sure to have ingredient lists available for all foods at the event so people can determine if they are allergic to them or not.

Common allergies include:

- Dairy
- Eggs
- Nuts (tree nuts, peanuts, etc.)
- Fish / Shellfish
- Gluten / Wheat
- Soy
- Certain fruits and vegetables (apples, mangoes, kiwis, garlic, mustard, etc)

Off Campus Events

Water

Events must have sufficient supply of freely available, or at a nominal charge, potable water, and clear directional signage to water. Outdoor events that expose patrons to the elements must take due care for their health and comfort. A wash basin does not constitute a drinking fountain or tap.

How will extra water be supplied to patrons on very hot days if needed?

What is the source of water?

Shelter

Shelter and shaded areas should be available wherever patrons or staff and volunteers (including First Aiders) may be located for an extended period of time and where weather conditions dictate that it is required.

This may include:

- transport pick up and set down areas;
- spectator and official viewing areas;
- seated eating areas;
- pedestrian thoroughfares;
- First Aid areas and Event management centre; competitor and officials marshalling areas; entrances and ticketing areas; and
- optional area for patrons when needed.

Washrooms

Adequate toilet facilities should be provided to all patrons, especially for long events or events that involve food and drinks. Also make sure that there are enough toilet facilities for people with disabilities.

Waste Management

Waste management should be considered.

What arrangements have been made for extra trashcans for the event?

What arrangements have been made for trash to be appropriately removed?

Online/Virtual Events

Decide on a virtual venue.

Will you host a webinar? A livestream? An interactive Zoom call? Think about the type of event you're hosting, whether it's a class, a conference, or a live performance, and let your needs guide your decisions on tools. Consider whether your event would also benefit from a forum like Slack or a private Facebook group where attendees can connect with each other.

Make sure all your tools are working in advance

A bad internet connection or an app that needs updating could quickly send your virtual event off the rails. Avoid technical difficulties by rehearsing in advance with all your tools. Make sure your microphone and camera are working and that you have all the software you need, whether it's Zoom on your computer or Instagram for livestreaming from your phone. Double check to make sure you're running the latest version of all your apps and software.

Follow good virtual event etiquette

Right before your event, send one final communication with the info so that attendees can connect to the call or livestream.

Once you get going, give attendees a few minutes to show up; don't start until people have had a chance to log on and settle in.

Finally, be a good moderator. If your event has a live chat, keep an eye on questions and comments—this is especially important if you run into technical difficulties and need to adjust a faulty mic or camera.

COVID-19 and Event Planning

Adapted from "Event Organizer Check List: Events During COVID-19" from Alberta Health Services

During the COVID-19 pandemic, events pose a unique risk of potential spread of COVID-19. Let this checklist be your guide to ensuring all necessary precautions are in place, and that you are prepared for your role in Contact Tracing, should a case of COVID-19 be confirmed in someone who has attended your event.

Properly Prepare for your Event

- Review the Alberta Health Guidance and event restrictions, City of Calgary guidelines, and the SAIT and Saitsa guidelines for events. If your event fits these guidelines, proceed with next steps. Ensure your event location is appropriately cleaned in advance of your event.
    - Follow the COVID-19 Public Health Recommendations for Environmental Cleaning of Public Facilities.
- Ensure that physical distancing of two meters/six feet is reinforced by posting signage signs and markers posted to remind people of these requirements.
    - Remember: where physical distancing is not possible, ensure masking requirements are made clear and are in place.
- Also consider printing these resources and posting them at your event location:
    - How to Hand Wash (poster)
    - How to use Alcohol-based Hand Rub (poster)
- Refer to the template below and collect attendee contact information before the event occurs. It's important to gather names and email addresses so that you may contact all your event participants should a case of COVID-19 be confirmed in an attendee at your event.

Preventing the spread of COVID-19 is everyone's responsibility. To help stop the spread of COVID-19, we need to work together to ensure anyone at risk is notified by the quickest means possible. We will work with AHS Public Health should a case of COVID-19 be confirmed in an attendee at this event and notify you as quickly as possible.

Thank you for your help keeping Albertans safe.

Name of Event Organizer:			
Date:			
Event Name:			
Address of Event:			
Name (First)	**Name (Last)**	**Email Address**	**Phone Number**

Communicate with your Guests

- Inform your guests / attendees of the safety measures you will have in place, so that they know what to expect and how to contribute to preventing the spread of illness.
- Statement to attendees: "*In complying with the SAIT and Saitsa's event requirements, a club executive will be at the event entrance with an attendance list to check off attendees as they arrive. If anybody not on the attendance list tries to enter the event, they will be turned away. Proof of full vaccination or a negative Covid-19 test result will be checked by the trained staff employed by the event venue before attendees enter the event. If anyone has symptoms of Covid-19 outlined by Alberta Health Services, they will be asked to leave without entering the event.*"
- Inform participants why you are collecting their contact information and assure them that if the need for notification arises, you will "blind copy" all recipients to protect privacy.
- Advise your guests to stay home if they are sick or have any symptoms.
- Wear a mask and ask your guests to do the same to help limit the risk of spread to others.
- Take care of hand hygiene:
  - Provide guests with list of appropriate hand sanitizer products: List of Hand Sanitizers Authorized by Health Canada

At the Event

- Have a check-in station or set-up at the event and ask your guests to sign in when they arrive so that you capture a complete list of all individuals who attend the event.
- Reinforce all required and recommended safety measures and guidelines throughout duration of your event.
- Ensure participants wear masks throughout the duration of the event. If a participant does not have a mask, the club will have extras on hand that can be distributed.
- Club executives will be responsible for ensuring that all event participants are following the rules included in the safety plan.

Events with Food Safety Considerations

- Before food is served, executives will pass around hand sanitizer to all event participants to use before eating.
- Club executives / volunteers will serve as the designated food servers. They will serve/distribute the food to all participants individually while remaining masked and gloves must be worn.
- Participants can unmask only while actively eating or drinking. Once participants have finished eating club executives will remind them to put their masks on again.

Events with Alcohol

Taxi Chits

If there's going to be alcohol at your event (on or off campus) you need to have at least one taxi chit for every 4 people attending your event. The people attending your event need to be informed that the taxi chits are available, but by no means do you have to use them. They must be provided for any emergency situation that may arise. If they are used, the taxi company invoices Saitsa, and then that money will come out of your club bank account.

Stamp for Alcohol Service

To confirm proof of age at student club meetings and events that offer alcohol service, the club will man a registration/check-in area at all club meetings or events (on-campus) where alcohol will be provided. The registration area will be responsible for checking each attendees ID to confirm they are of age, once confirmed, the attendee will receive a stamp (Saitsa to provide and manage once the event has been approved) on their hand to indicate that their ID has been checked. Even if a stamp has been issued, bartenders will still have the ability and responsibility of reconfirming a patron's age as the situation warrants.

Alcohol and Club Funds

Clubs cannot purchase alcohol with funds from their club bank account. Funds can only be used to purchase the labor costs associated with hiring a bartender

Fundraising Events

Raffles

Currently, raffles are not permitted by any Saitsa department or Club.

The following activities are NOT permitted:

- 50/50
- Grey Cup/NHL/sports draft pools
- Chase the Ace
- Wine survivor
- Gift basket draws

Permitted Fundraising Events

The following activities are permitted:

- silent auctions
- live auctions
- bottle drives
- receiving donations
- free giveaway contests

Clubs can proceed with offering a door prize as door prizes do not fall under raffle licenses. The door prize cannot exceed $500 and cannot be associated with alcohol.

Creative Fundraising Ideas

Clubs are encouraged to come up with creative fundraising ideas that are not raffles and are engaging and fun. For example: mystery boxes with prizes of varying value, club garage sales, donation drives, etc.

Student Clubs

Pre-Event Planning Worksheet

Event Details

Title	
Theme	
Purpose (Recruitment, Community Building, Fundraising)	
Location	

Date		Time	
Set-Up Time (duration):		Tear-Down Time (duration):	

Planning Committee

Event Team	Phone Number	Email Address
Team Lead:		
Team Members		

Marketing & Advertising Plan

![Student Clubs logo]

Entertainment / Activities

Supply List

□ Projector	□ Easel	□	□
□ Projector screen	□ Tabletop easel	□	□
□ Popcorn maker	□ Microphone	□	□
□ Cash box	□ Button maker	□	□
□ Speakers	□ Pipe and Drape	□	□
□ Tables/Chairs	□ Linens	□	□
□ Staging	□ Podium	□	□
□ Float	□ Taxi Vouchers	□	□

Budget - Expenses

	Item	Amount
1		
2		
3		
4		
5		
	Total	

Budget – Revenue

	Item	Amount
1		
2		
3		
4		
5		
	Total	

Event Proposal Form

Have we filled out an Event Proposal Form on saitsa.com?　□ yes　□ no

Poster

Have we submitted our poster to the Clubs Coordinator for approval?　□ yes　□ no

Sample Club Event Tasks List

Pre-Event

- o   Appoint Planning Committee
- o   Allocate roles and responsibilities
- o   Establish type of event
- o   Develop an Event Plan
- o   Book venue
- o   Establish budget
- o   Apply for funding
- o   Book equipment - stage, marquee, portable toilets, lighting, sound equipment, etc.
- o   Book Performers, Artists, Side Shows, Vendors
- o   Draw up site plan
- o   Draw up PR and advertising schedule, design advert, advertise date of your event
- o   Confirm all funding in place
- o   Review budget
- o   Confirm attendees
- o   Prepare tickets and publicity material
- o   Book staff for event
- o   Print posters, promote, and advertise your event
- o   Arrange adequate water provided at venue

During Event

- o   Prepare site
- o   Coordinate deliveries of equipment
- o   Staff/volunteer briefings

Post-Event

- o   Thank everyone involved
- o   Evaluation / feedback meeting
- o   Produce final Income & Expenditure report for event

Examples of Club Events

Recruitment Events

Event	Purpose/Goal
Career Prep or Industry Night	• Bring in a guest speaker or a panel of guest speakers to speak about what they do • Attract new members through this opportunity to network with industry professionals
De-stress Day / Tie-Dye Party / Arts and Crafts Day	• Attract new members with the incentive of arts and crafts • Chance to do crafts, colour, play games, socialize, and relax
Photography Contest	• Chance for students to submit image associated with any chosen theme to win a prize
Trivia Night	• Chance for students to take part in a night of trivia and possibly win prizes

Photography Contest Examples

- creative/funny pet pictures
- scary pictures
- scenic
- portraits
- from the point of view of your pet
- the city at night

Trivia Night Examples:

- movie plots
- history
- random
- Are You Smarter than a Fifth Grader/Middle Schooler/High Schooler

Community Building Events

Event	Purpose / Goal
Meet and Greet between the members and executives	• Arrange a meet and greet to allow for new members to meet each other and the executives • Can do this once in Fall and once in Winter
Game night	• Gather club members to have an opportunity to socialize and play games
Pizza Party	• Gather club members to socialize and eat pizza
White Elephant Christmas Party (keep a budget)	• Nice way for members to show their appreciation for one another while making a game out of it
Competitions	• Friendly competitions with the added opportunity of meeting new people

Competitions

- Holiday Themed → gingerbread house, pumpkin carving, valentine cookie decorating, St. Patrick's day scavenger hunt

- Other → make an outfit out of toilet paper, cookie decorating

Fundraising Events

Event	Purpose / Goal
Tie-dye party	• Pay what you can to tie-dye
Candy Grams	• Opportunity for SAIT students to purchase a candy gram for whomever they choose • Volunteers or club executives can deliver the candy grams
Themed Bar Night	• Pay what you can • Make it a contest, best dressed wins a prize
Trivia Night	• Donate what you can • Night of trivia • May win prizes
Competitions	• Pay to enter skill-based competition

	• Friendly competitions with the added opportunity of meeting new people
Carnival Event	• Entrance fee ($10-15) • Collect tickets for winning games and exchange for prizes
Paint Night	• Entrance fee or pay what you can
Garage/Yard Sale	• Opportunity to sell used items for someone else to use • Items can be donated to the club or purchased by the club
Obstacle Course	• Set fee to attempt obstacle course • Or bring a non-perishable food item • (make sure to have people sign waivers)
Food Drive or Wishlist Drive	• To complete a wish list for an organization • Club members feel good that their club is philanthropic
Headshots	• Pay what you can • Members look more professional with professional headshots

Themed bar night Examples

- Roaring 20s
- Movie characters
- Everyone dresses monochromatic

- Disney character
- Halloween costumes
- Ugly Christmas sweater

Carnival Event Games

- Cornhole
- Spin Wheel
- ring on the bottle
- bouncy house
- obstacle course

Food Donation Drive or Wishlist Drive

- Collect non-perishable food items to donate

- Advertise to members of the club to donate an item or two from a presented Wishlist, which will then be donated to the organization from which the list belongs too

Possible prizes: gift card, lanyard, USB, notebook, pen(s), water bottle, gloves, toque, lunchbox

Themed prizes: Santa hat, pumpkin candy basket, box of chocolates, Kinder eggs

Sustainable Event Planning

Saitsa encourages Student Clubs to implement sustainable practices and create an eco-friendlier environment for students, faculty, and the SAIT and Saitsa community. While some of the green aspects below may not be feasible to implement at your event, by doing what you can, you can work towards improving your future events.

Outreach, communication, and technology

- Advertise online and use fewer posters
- Use chalk on populated sidewalks*
- Reuse anything and everything possible
- Buy local
  - Give away gift cards to local (small) businesses
- avoid single-use items
- Choose venues that are close to campus or centrally located, so attendees don't have to drive long distances.
- Promote other modes of transportation, such as bicycling or commuting by bus.

Tabling, displays, and decorations

- repurpose items
  - use cardboard from boxes to make signs
- reuse tablecloths and decorations, or borrow from another club
- instead of a physical sign-up sheet, offer a digital method of signing up

Food and beverage

- use compostable and recyclable dishware
- Also, consider finger foods that don't require plates and utensils.
- use dishware that guests can take home or have bottles to giveaway as swag
- avoid individually packaged condiments
  - pump-dispensers
  - buy in bulk
- Donate leftovers

Recycling and waste

- have separate bins for garbage, recycling, and composting

Conference and meetings

- consider virtual methods
- if printing, print on both sides

- use paperclips (reusable) vs. staples (one time use)
- use reusable nametags vs. stickers

Post-event considerations

- remind members of practicing being green
  - even something as small as repurposing
- remind those helping with cleanup to not throw out certain things (i.e., cardboard) as it may have a future use
- use nontoxic cleaning supplies and reusable rags
- Ask volunteers to help collect and /or sort the recyclables.

Marketing and Posters

Poster Policies

- Must be approved by Clubs Coordinator

- Must include Saitsa club logo as is

- Size 11" x 17"

- Only to be displayed on Saitsa bulletin boards (refer to club handbook for locations)

    o Not to be displayed on walls, doors, glass surfaces, mirrors, in or on elevators, outdoors, on pillars, washrooms, or stairwells

    o Must not be blocking the view of any security camera

    o Must not be posted off campus

    o Must not deface or cover other posters on the boards

- Club responsible for posting and removing their poster (must be removed within 48 hours after date of event)

    o Posters can only be displayed for a maximum of one semester for any service, initiative, activity, or event unless approved by Clubs Coordinator

- One poster per bulletin board

    o Cannot spam bulletin board

    o Should stay inside the lines of bulletin board (no tape/staples on edges or walls)

- Posters cannot promote the consumption of alcohol

- Cannot be offensive (no swear words, conspiracy theories, discrimination, etc.)

- Must include any sponsors involved on posters

Tabling Policy

- Can only occur in spaces approved for use
    o Must not block walkways

- Remain passive
    o Do not leave tabling zone to approach other students, staff, or guest
    o If they seem disinterested or don't look at the table/booth, do not approach them
    o Approach those who seem interested

- When approaching, keep it short to avoid boredom

- o   Get to the point

- Music or amplified sound cannot be used unless approved by club's coordinator (e.g., speakers, megaphone)

- No more than 2-3 members from the club at the table at a time
  - o   Table should not be left unattended at any moment in time

Sponsorship Proposals

The sponsorship proposal is an offer to do business. It is extremely important that it is a well presented and concise business document that contains enough information for a company to understand what they are being offered. Tailor the proposal to the individual needs of the company being approached. Do your homework. Find out as much as you can about the business you are approaching, e.g., its desired image, products and services, its corporate objectives. Below are examples of typical contents for sponsorship proposals.

A cover letter

Address the proposal to the most appropriate person in the sponsor's organisation.

Overview

Provide an outline of the project and/or the club. What are you asking the sponsorship for? What and where does it happen? Relevant statistical information in sponsorship proposals can help the assessor get a picture of the club or event and identify cost benefits. Define your membership, public and audience. Identify niche markets the club can deliver to. This makes it easy for a product or company to be matched to a particular audience.

Objectives

Outline the objectives of the project and/or the club.

The investment

Outline the funding amount or in-kind support being sought. What is it going to cost the sponsor, and for how long i.e., the period of the agreement?

Sponsorship benefit

This is a critical component. For 99% of companies, media exposure is an important part of sponsorship. Wherever possible, outline how you can get radio, TV, and newspaper coverage, as well as community access in the sponsorship proposal.

Target market

Outline who the project is aimed at or provide a membership profile. Identify how it matches the target market of the proposed sponsor or how it could benefit them. A successful outcome is more likely if you tailor the proposal to a specific sponsor.

Exclusivity

Detail other sponsors and/or supporters of the project or the club. Make sure that sponsors are not in competition with each other.

Servicing the sponsors' needs

Outline how you will cater for the sponsor's needs. Identify a designated employee or volunteer to be the contact for the sponsor.

Evaluation strategy

Outline how you plan to evaluate and measure the success of the agreement.

Conclusion

Summarise the proposal, identify a follow-up procedure and supply contact details.

Post-Event Reports

Individual Event Reports

Use this report template for each event

Event title:

Location: Main contact:
Number of attendees expected: Number of actual attendees:

Event Description / Explanation:

```



```

Event Goal: (examples: gain more membership, teambuilding, fundraising, etc.)

```

```

Event Budget:

```

```

Specific Objectives of Event and Measures of Success:

Describe how the event went:

Would you recommend holding this event again next year? Why or why not?

What would you change about the event? What would you keep the same?