



EVENT HOST AGREEMENT

February 2-18th, 2018

Host a very chocolatey event and raise funds for your favorite non-profit!

Please return this form by **August 1, 2017**. Please submit other requested documents, photos, links, etc. related to the promotion of your event by **November 1, 2017**.

Host Organization Name: _____

Mailing Address: _____ City/ST/Zip: _____

Contact Person: _____ E-mail/Phone: _____

Alternate Contact Person: _____ E-mail/Phone: _____

Non-Profit Partner Agency (if applicable): _____

Contact Person and E-mail/Phone: _____

Event Title: _____

Event Date: _____ Event Time: _____ Event Location: _____

Anticipated Attendance: _____ Admission Cost: _____

Event Description: _____

How will you promote your event? _____

LIFEDesigns provides marketing and promotions for all Week of Chocolate events, detailed on the attached "Marketing Overview" sheet. Each event host is asked to contribute a minimum of \$250.00 towards the overall marketing budget. Please choose **one** option below:

- We will donate the proceeds of our event to LIFEDesigns.
- We will donate the proceeds of our event to another non-profit and sponsor LIFEDesigns for \$250.
- We are a non-profit. *(All non-profits are exempt from this commitment.)*

By completing this form and signing, you are committing to the event details listed on this form. If for **ANY** reason you need to change these details after the form is submitted, please notify LIFEDesigns as soon as possible. *This is your event, be creative, have fun, and raise some money for your favorite cause!*

Signature: _____ Date: _____



MARKETING & PROMOTIONS

Marketing activities LIFEDesigns coordinates for the Week of Chocolate event schedule. All events will benefit from joint promotions—help us get the word out!

Marketing Time line:

August - LIFEDesigns contacts all online calendars and adds all WOC event dates, and updates WOC Website event schedule and information.

November - Digital marketing toolkits e-mailed to event hosts (including images that can be used as Social Media cover photos, e-newsletters, and on your websites).

December - Print Materials are ready for distribution; pick up from LIFEDesigns (before Christmas).

January 2 - Radio, Newspaper, & Online Ads begin appearing, Billboards go up.

February 2 - 18 - Daily spotlights in media of events.

Week of Chocolate Marketing Plan:

Radio - \$2500 Total Budget

Ad schedules with: WTTS, WCLS/Spirit 95/My Joy, B97/Hoosier Country, WFIU.

PSAs on: Mojo/Qmix/Korn, WFHB, WGCL

Contact sshelton@lifedesignsinc.org if you are willing to do a joint radio commercial, PSA, or interview

Newspapers - \$2000 Total Budget

Ad schedules with: Herald Times

Press Releases with event dates and descriptions sent to: Herald Times, Indy Star, The Republic (Columbus), Brown County Democrat, Ellettsville Journal, Greene County Daily World, Indiana Daily Student, Martinsville Reporter Times, Spencer Evening World, The Mooresville/Decatur Times

Magazines - \$1200 Total Budget (Looking to add more, pending funding from a grant)

Bloom Magazine - Ad in Dec./Jan. Issue

Online Calendars - Visit Bloomington, The Chocolate Cult (blog), Bloomington Scene (HT), WTTS Things To Do VIP, Others?

Print Materials - WOC Poster (17"x11"), WOC Brochure (Standard Tri-fold), Chocolate Passports (3" x 5")

Posters and Brochures displayed at local businesses, Corporate Sponsors, and Event Hosts

Signage - 10 Billboards around Monroe, Lawrence, Greene, Owen Counties.

Social Media - Week of Chocolate Twitter and Facebook accounts—posts throughout the year, and daily during the months of December, January, February. Sponsor and event host agency names tagged. LIFEDesigns will share your event on Week of Chocolate and LIFEDesigns pages. #weekofchocolate.

Newsletters - LIFEDesigns e-mail and print newsletter. Event host agencies and sponsors are encouraged to use their newsletters to promote WOC events. Other businesses who may include WOC in their newsletters: Bloomingsfoods, Chamber of Commerce, United Way, etc.

Website - LIFEDesigns maintains a WOC Website with a schedule of all WOC events and links to event pages created by the host agency. Sponsors recognized on this page as well.



WOC EVENT CHECKLIST

*In order to receive the full benefits of all Week of Chocolate promotions, please send LIFEDesigns everything on this checklist by **October 28, 2016.***

Host Agency Promotions:

Your event will be most successful when we ALL work together to promote it. **Please participate in the above promotions AND promote your event within your own agency network.** The checklist below is meant as a useful guide to help you promote your Week of Chocolate event. You are not required to do the things below, but if you do, it will help us spread the word about your events far and wide!

Host Agency Promotions:

Event Name: Short name, approximately 3-5 words max (this will be used in all listings of your event). A Short name will be more memorable, and allow us space to promote it consistently on print and online materials.

Detailed Event Description: Promotional description of your event that will be used on WOC Website and event listings. Include theme, dress or attire, any raffles or give away's, exciting entertainment, special offers, how chocolate is a part of the event, etc.

Other Event Details: Include date, location, time, age requirements, ticket price, any special restrictions or food offerings such as vegan or vegetarian plates, etc.

Event page: Provide a link to a web page or listing devoted to your event, including all details listed above in "Detailed Event Description" and "Other Event Details", and photos of past events or promotional images for this year's event.

Facebook event: The world is more social now...if you have a Facebook page, create a Facebook event and include all details, map, & photos. You can even invite people through Facebook to the event! Share your event with Week of Chocolate and LIFEDesigns will boost posts about WOC schedule. You can boost posts for your event too if you like!

Photos: Send any photos or graphic images you wish to be used for promoting your event to LIFEDesigns by e-mail to sshelton@lifedesignsinc.org. Recommended to send a photo/image sized for a Facebook event cover photo. Create an online album in Facebook and tag or share with WOC page.

Link to purchase tickets or register: If you have a link to a page where you would like attendees to purchase tickets or register to attend, please set up the page and send the link to LIFEDesigns.

New ideas to help promote events: If you have an idea that we haven't listed either on this sheet or the Marketing and Promotions sheet, let us know! LIFEDesigns is always looking to grow the Chocolate events, and we're willing to try anything!

Send to: Stephanie Shelton, sshelton@lifedesignsinc.org

Questions? Call: (812) 332-9615



WOC ATTENDEE DATA SHEET

A guide to tracking the demographic data for guests attending your event. The overall data for ALL events will be shared with you after it is gathered. Due March 2018.

Our goal in collecting this information is to develop and refine our Week of Chocolate marketing plan. We hope to use our marketing budget more effectively by targeting the Week of Chocolate audience better.

Your event name: _____

Your name: _____ Your email: _____ Your phone: _____

Number of attendees at your event: _____

Number "New" Guests (not current customers): _____

Number of attendees who traveled from the following areas to attend your event:

Cincinnati: _____ Louisville: _____ Indianapolis: _____

Out of state: _____ Other (50+ miles from Bloomington): _____

List any cities/states from the "other" category: _____

Please attach any additional data sheets, such as email addresses or mailing addresses gathered while registering guests for your event, in a raffle or give away contest, or in some other way. This is ONLY used to send future invitations to Week of Chocolate festivals, and is not required.

How much did you (and your event host partner) raise from this event?: _____

How do you feel about the overall success of your event: _____

What can we do to make the Week of Chocolate better (feel free to use back side as well):

