

Soroptimist International of Sequim Gala Garden Show

Yearly Timeline (updated 8/1/19)

April/May/June

- Solidify Core Garden Show Committee and schedule 1st meeting
- Signage: Secure the following years banner date WHEN you pick up banners from the current year. Go with check in hand.
- Follow up with "Call for Artists" review and choose featured artist and artwork
- Negotiate contract with rental facility
- Develop sponsorship list (develop spreadsheet for donations, make time-line for contacts and follow up, draft sponsor letters and donor sheet)
- Signage committee check overall condition of yard and car magnets signs. Evaluate necessity of ordering replacements
- Make Logo to use till the artwork is chosen.

July/August/September

- Search and secure keynote speaker for Sunday time slot. (July)
- Update sequimgardenshow.com with next year's info (July)
- Update websites, magazine and other related internet information (RNMW Coordinator)
- Develop budget
- Hold a core committee meeting (August or September), Mail postcard to vendors (September 1), design save the Date Cards (have ready for District Meeting)
- Start solicitation of items for raffle
- Mail sponsorship to potential donors (start with previous year's list and build upon)
- Confirm with Media Coordinator meeting with Sequim Gazette and commitment from KSQM
- Request copy of liability insurance certificate. Pay with Credit Card.

October

- Mail out letter & applications to prior years' vendors
- Start working on timeline items for Sequim Gazette
- Meet with Master Gardener's
 - ✓ Set 12/1 deadline's with MG for: list of speakers and speaker topics
- Follow-up with those who received sponsorship letters, but have not sent in donations. Gather and contact new potential sponsors
- Sign up for the Windemere Community Reader Board

November

- Send out letters and applications to potential vendors Nov. 1st

- Begin promos on Facebook
- Assign or determine who will be submitting articles for the Gazette. Articles typically include:
 - ✓ Master Gardeners – topics, speaker bios and photos. This task is handled by MG, with info submitted to GS Speaker Coordinator
 - ✓ Scholarship & Awards
 - ✓ Raffle article
 - ✓ Featured Artist
 - ✓ Keynote Speaker (if one scheduled)
 - ✓ Featured Vendors (usually long term vendor, new vendor)
 - ✓ Garden Café
- Develop Café menu
- Remind Master Gardeners of upcoming deadlines
- Secure reader boards in town: Sequim Rare Plants, Homer Smith Ins.,

December

- T-shirt coordinator gets pricing from Captain-T's, supplies info to members and begins taking orders for t-shirts
- Remind committee heads of deadlines
- Provide artwork to Gazette
- Staffing Coordinator should begin development of sign-up sheets

January

- T-shirt coordinator places order with Captain T's
- Marketing –
 - ✓ Continued updates on Facebook & website
 - ✓ Remind Core Committee of deadlines for Gazette
- Arrange with KSQM to record promos for airing prior to show. The past four years we have written promos. Point of contact has been Jeff Bankston, but cc: Tama Bankston to assure response.
- Volunteer Coordinator should confirm numbers needed each time period with committee chairs, and finalize schedule openings
- In Mid-January take banners and sponsorship sign to Miller Signs for updating. Always ask when making first call if he's still willing to be an in-kind sponsor, don't assume. Thank him profusely, he's been doing it for a long time. Make sure Miller Signs is recognized in sponsorship.
- Sponsor and vendor lists must be finalized for Gazette
- Vendors to be featured in Gazette submitted to Marketing Chair

February

- T-shirt coordinator picks up t-shirts, brings to meeting and collects payment.

- Once Gazette completes cover of insert, request electronic copy for printing of posters and email to printer for printing and obtain completion date. This should be no later than February 15.
- Design and print tent cards to be distributed to local restaurants
- Design and print Pre-Sale tickets for sponsors & vendors
- Volunteer Coordinator e-mail to all members asking for their selected times/days/position (e-mailing will continue until all members have committed and all slots have been filled)
- Mid-February obtain signage permit (Temporary Event Permit) from the City of Sequim. This is needed before we can display directional signs on city streets during the show. They will require a map or description (next page) of where the signs will be placed before issuing a permit. There are 8 locations for the signs. Take check to City with paperwork. Verify placement carefully.
- Distribute yard signs and magnetic car sign to members 1st meeting in Feb.
- Update street sign map. Call all private property owners to verify permission to place A-frames on their property. Metal signs go in Sunland, no limit.
- Pick up banners and sponsor signs from Miller Signs in late Feb./early March.
- Marketing:
 - ✓ Submit public service announcements to KONP, KSQM, KSTI, KPTZ, and KPLU (note: KONP & KSQM can be submitted up to 2 weeks before event. KPTZ can only be submitted 2 weeks before and KPLU submitted online. KSTI unknown.)
- Determine how many easels will be needed
- End of Feb/1st of March - Distribution Committee to put posters up in Sequim, Port Angeles and Port Townsend.
 - ✓ Posters should be emailed to other peninsula Soroptimist clubs

March

- Set up a meeting with the Boys and Girls Club and review procedures.
 - ✓ Set dates for interview and talk show with KSQM.
 - ✓ Get keys to facility and find out what to lock.
 - ✓ Check for lights that may be burned out and request to replace. Check electrical outlets.
 - ✓ Ask rental to visibly post the emergency number for the plumber and other important contacts.
 - ✓ Check to see what staff will be available for the weekend in case of emergency.
 - ✓ Check bathroom toilets and soap dispensers for leakage. Request a key for the toilet roll dispenser.
 - ✓ Ensure facility has fire extinguishers for the center isle.
- Deliver banners to the Cities of Sequim and Port Angeles per their instructions.

- Volunteer Coordinator prior to show, e-mail staffing schedule to all members as reminder of commitments. During the show check each position at the beginning of each shift to ensure coverage; if someone does not show up, handle coverage
- Request the treasurer to pick up cash boxes for café and entrance, and stock with beginning cash. Have envelopes needed to make money drops and wristbands for entrance.
- Signage committee to pick up sidewalk/directional signs from storage prior to show. Place signage where permitted around Sequim early Saturday morning prior to opening the show
- Send out email first week in March to all committee members asking if there is anything we need to address
- Develop program handouts at entrance for Saturday and Sunday.
- Purchase paper towels for restrooms for use at rental facility. Rovers are responsible to maintain supplies in restrooms, empty trash, and wipe down counters during the show.
- Determine transportation of all raffle items.

WEEKEND OF SHOW

- Friday
 - ✓ Garden Show Co-Chairs will oversee all set-up tasks
 - ✓ Set-Up – first crew on site at Boys & Girls Club. Coordinate time with GS Co-Chairs and Boys & Girls Club; measure booth spaces in gym & game room; place sign with vendor name & booth # in each space.
 - ✓ Café Committee – set-up & perform kitchen duties.
 - ✓ Friday night volunteers – each committee will specify if they need volunteers for setting up Friday night.
 - ✓ Friday evening after 8PM, or Sat. morning before 7AM – volunteer to place sandwich board signs in the 8 areas designated by the City.
- Saturday
 - ✓ One or both Garden Show Co-Chairs will be on site from time doors open for vendors until close of show.
 - Will unlock & lock doors to Boys & Girls Club
 - Have contact information for person responsible for Boys & Girls Club facility.
 - ✓ Each Committee will oversee the function of their area of responsibility.
- Sunday
 - ✓ One or both Garden Show Co-Chairs will be on site from time doors open for vendors until close of show.
 - Will unlock & lock doors to Boys & Girls Club

- Have contact information for person responsible for Boys & Girls Club facility.
- ✓ Assist vendor take down.
- ✓ Sweep, vacuum, clean areas of facility.
- ✓ Garden Show Co-Chairs lock-up after everyone is gone.
- ✓ Pick up signs and return to storage