

# New Event or Program Consultation Form

## College of Lake County

Event or Program Overview					
Title					
Day & Date			Time & Time Zone		
Venue			Address		
Other Venues		Entertainment Market		Estimated Attendance	
Ticketing Provider		Ticket Pricing		Announce/On-sale Dates	
Venue Capacity		Current Sales/Sign-ups		Available Sales/Sign-ups	
Artist or Guests					
Description					

Event or Program Coordination Contact Information			
Sponsoring Group			
Others Collaborating			
Main Advisor Name		Main Student Name	
Advisor Phone		Student Phone	
Advisor Email		Student Email	
SAI Representative		Venue Contact Name	
SAI Phone		Venue Phone	
SAI Email		Venue Email	
Agency Contact Name		Artist Contact Name	
Agency Phone		Artist Phone	
Agency Email		Artist Email	
Tour Contact Name		Production Contact Name	
Tour Phone		Production Phone	
Tour Email		Production Email	
CLC Police Name		IT A/V Name	
Police Phone		IT A/V Phone	
Police Email		IT A/V Email	

Event or Program Scope				
Program Request	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Contract	<input type="checkbox"/> Yes <input type="checkbox"/> No
Event or Program Type	<input type="checkbox"/> Educational / Lecture		<input type="checkbox"/> Entertainment (Music, Comedy, Etc.)	<input type="checkbox"/> Fundraiser
	<input type="checkbox"/> Social		<input type="checkbox"/> Workshop / Training	<input type="checkbox"/> Other:
Target Audience				
Main Goals, Objectives, & Outcomes				

Event or Program Promotions, Advertising, & Marketing					
Assigned Staff					
Understood Posting Policy	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Understood Distribution Policy	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Reviewed Advertising Procedures	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Invitations to Specific People	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Promotions Types to be Used	<input type="checkbox"/> Tabling / Street Teams		<input type="checkbox"/> Posters		<input type="checkbox"/> Banners / Banner Stands
	<input type="checkbox"/> Handbills		<input type="checkbox"/> Table Tents		<input type="checkbox"/> Chalking
	<input type="checkbox"/> Social Media Organic:		<input type="checkbox"/> Campus Televisions		<input type="checkbox"/> Web Updates
	<input type="checkbox"/> Social Media Paid:		<input type="checkbox"/> Listservs / Email Blasts		<input type="checkbox"/> Yard Signs
	<input type="checkbox"/> Electronic Signage		<input type="checkbox"/> Community Signage		<input type="checkbox"/> Newspaper
	<input type="checkbox"/> Radio		<input type="checkbox"/> Contests / Promotions		<input type="checkbox"/> Other:
Core Messaging					

Event or Program Logistics							
Dressing Rooms	<input type="checkbox"/> Yes	<input type="checkbox"/> No	A/V Set-up	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Hospitality & Catering	<input type="checkbox"/> Yes <input type="checkbox"/> No
Parking	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Contracted Labor	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Security & CLC Police	<input type="checkbox"/> Yes <input type="checkbox"/> No
Meet-n-Greet	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Photographer	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
Event Staffing	<input type="checkbox"/> Set-up		<input type="checkbox"/> Management			<input type="checkbox"/> Clean-up	
	<input type="checkbox"/> Promotions		<input type="checkbox"/> Tabling / Ticket Sales			<input type="checkbox"/> Management	
Set-up Details							

Event or Program Risk Assessment & Contingency Management	
Identified Risks	Brainstormed Contingencies

Event or Program Show Schedule	
Event Date:	
Venue Available:	
Production Load-in:	
A/V Set-up:	
Technical Check / Soundcheck:	
Hospitality Set-time:	
Artist Arrival:	
Staff Meeting:	
Security Meeting:	
Doors:	
Start Time:	
Any Q-n-A:	
Any Meet-n-Greet:	
End-of-Show:	
Venue Closure:	

## Event or Program Task Checklist & Delegation Management

[illegible]

## Event or Program Operational Budget Plan Estimates & Final Costs

Expenses		Estimated	Final
Artist	Contract Fee:		
	Opener / Support Fees:		
	Agency / Middle Fees:		
	Artist Travel:		
	Misc. Artist:		
	<b>Artist Subtotal:</b>		
Production	Sound & Lighting:		
	Equipment Rentals:		
	Film Rentals:		
	Rentals of Services or Facilities:		
	CLC Facility Costs / AV Overage:		
	Misc. Production:		
	<b>Production Subtotal:</b>		
Hospitality / Food	Artist Dressing Room:		
	Artist Catering:		
	Artist Buyout:		
	Misc. Hospitality / Food:		
	<b>Hospitality / Food Subtotal:</b>		
Supplies	Ticketing:		
	Equipment:		
	Décor / General Supplies:		
	Non-Food Hospitality Supplies:		
	Misc. Supplies:		
	<b>Supplies Subtotal:</b>		
Staffing	Stagehands:		
	Contracted Security:		
	Venue / Event Staffing:		
	CLC Police Overtime:		
	EMT or other Regional Support:		
	Misc. Staffing:		
	<b>Staffing Subtotal:</b>		
Promotions	Print / Posters / Handbills:		
	Yard Sign / Large Format / Banners:		
	Electronic / Online / Social Media:		
	Newspaper / Radio / Community:		
	Promotions / Contests:		
	Misc. Promotions:		
	<b>Promotions Subtotal:</b>		
<b>Expenses Total:</b>			
Income		Estimated	Final
Ticket Sales	Student Price Point (Lowest):		
	Second Price Point (Mid):		
	General Public (Highest):		
<b>Ticket Sales Subtotal:</b>			
Fundraised Monies	<b>Fundraised Subtotal:</b>		
Misc. Sales	<b>Misc. Sales Subtotal:</b>		
<b>Income Total:</b>			
<b>Funding Needed to Support Event or Program:</b> (Total Cost = Expenses Total – Income Total)			