

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 Operational Budget Plan Estimates & Final Costs

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