

Event Planning and Promotions Worksheet

Chapter/Club: _____

Instructions:

1. All events must be coordinated through the Fresno State Alumni Association, including online registration and payment processing. Use of third party providers (i.e. Event Brite, Constant Contact, etc.) is not allowed.
2. Please complete and submit this form 45-60 days prior to the date of your event. Email to Katie Adamo (katieadamo@csufresno.edu).
3. The information you provide on this form will help in event promotions. This includes graphic design, event collateral, email marketing, social media, etc.; online registration, payment processing, etc.
4. To help ensure we are able to provide as much help as possible, after you send to the FSAA we will contact you to review the event and additional details.

EVENT DETAILS

Event name: _____

Event type: Social/Mixer – Alumni/Friends only Fundraiser – General
(check all that apply) Social/Mixer – Alumni/Friends & students Fundraiser – Scholarship endowment
 Educational event (i.e. conference, talk) Other: _____

Do you plan on including a *silent auction* at your event? Yes No
 Do you plan on including a *raffle (opportunity drawing prize)* at your event? Yes No
 Do you plan on giving away or selling any kind of promotional products?¹ Yes No

Event description:

Important: Please write clearly and be as descriptive as possible. The information you provide is what will appear on the event registration page (viewed by the public). FSAA staff will help provide copy/edit services. If more convenient, you may provide this description in a separate email.

Date of event: _____ Start time: _____ End time: _____
 # of Guests (estimate): _____ Alcohol present?² Yes No
 Food present?³ Yes No

Location of event: _____

1-If yes, we will work with you to identify the appropriate licensed vendor to order the product(s) from.
 2-If alcohol is present, and this is an on-campus event, you must complete an alcohol waiver form. This information will be provided to you by FSAA.
 3-If your event is located on the Fresno State campus, we are required to use University Catering Services. If you wish to use another food vendor, you must submit a food waiver application at least 45 days in advance. This information will be provided to you by FSAA staff.

Event Planning and Promotions Worksheet

Reserving the Smittcamp Alumni House:

- Alumni Chapters and Clubs have the opportunity to reserve the Smittcamp Alumni House (SAH) rent free (other charges may apply).
- Please note, requests to reserve the SAH are subject to facility availability.
- All events held at the SAH are subject to Fresno State policies.
- To submit a reservation request [click here](#).

EVENT SPONSORS

Do you have/plan on having event sponsors? Yes No

If yes: Please provide information on package names and amounts below. Provide explanation of benefits on a separate sheet.

Package 1

Name: _____

Amount: \$ _____

Package 2

Name: _____

Amount: \$ _____

Package 3

Name: _____

Amount: \$ _____

Package 4

Name: _____

Amount: \$ _____

EVENT REGISTRATION & EVENT FEES

What date do you want online event registration to go live? _____

Is there a fee to attend the event? Yes No *[If Yes]* Amount #1: \$ _____

If cost goes up *after* a certain date, please complete: Date of increase: _____

New amount: \$ _____

What date should event registration be taken down?*

**Note: Online registration is always taken down at 12:01 a.m.*

EVENT NOTIFICATIONS

Provide names and emails of two officers (one should be your Treasurer) to receive updates when people register.

Name: _____ Email: _____

Name: _____ Email: _____

EVENT FINANCES

Expected Income: \$ _____

Expected Expenses: \$ _____

Expected Net profit: \$ _____

PREPARED BY

Your name: _____ Cell: _____

Email: _____