

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 Amanda Hall (ahall@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: _____

Date of event: _____ Start time: _____ End time: _____

Location of event: _____

of Guests (estimate): _____

- 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

Silent auctions and raffles (opportunity drawings):

1. There are strict requirements and laws surrounding the use of silent auctions and/or opportunity drawings.
2. Please use the informational materials provided on the [Helps and Resources](#) page.
3. We will also work with you to ensure all laws, policies and procedures are followed.

Products: Do you plan on giving away or selling any kind of promotional products? Yes No

Requirements for promotional products/giveaways:

1. The FSAA is responsible to track and account for any inventory/product.
2. A licensed vendor must be used. We will assist you with this process.
3. Sales of products: We will work with you to determine relevant variables, including sales tax, fair market value, method of processing sales, post-sales reconciliation, tracking and use of remaining inventory, etc.
4. Product giveaways: We will work with you to determine relevant variables, including tracking/recording of inventory, determining what constitutes a “giveaway”, and post-event tracking/use of remaining inventory.

Food: Will there be food at your event? Yes No

Requirements for food:

1. If your event is located on the Fresno State campus, we are required to use University Catering Services.
2. 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.

Alcohol: Will alcohol be present at your event? Yes No

Requirements for alcohol:

1. On-campus: You must complete an alcohol waiver form. The FSAA will assist you.
2. Off-campus: This will require an ABC Liquor License. The license must be obtained by the FSAA. Only an approved FSAA staff member can approve/sign the license.

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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.

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 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:* \$ _____

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 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: \$ _____

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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: _____