

Guide to Planning Athletic Events:

Date of Event: _____ Athletic Event Time: _____

Athletic Event Location: _____

Directions to Athletic Event Location: _____

Type of Game: _____ BC vs. _____

Number of Tickets Available: _____

Ticket Cost Per Person (Athletic tickets must sell at face value): _____

Service Charge (if any): _____

Marketing Plan:

My chapter will use the following to advertise this event: (check the marketing device on left and follow date guidelines on the right)

Boston College Magazine _____

Due Date to Alumni Association: _____

Newsletter _____

Issue must mail by _____ to get attendees

Blast Email _____

I need to have email prepared and into office by _____

Chapter Web Page _____

I need to have update into office by _____

Formal Invitation: _____

Invite must be mailed by _____

Local Publicity (newspaper, radio, television): _____

Invitations / Reservations:

Invitations should be mailed to: _____ Area Alumni _____ Parents of incoming students
(check those that apply)

_____ Current Students _____ Parents of current students

_____ Incoming students Other: _____

How will RSVP's be accepted? Mail _____ Phone _____ Email _____

RSVP Contact Name: _____ Email: _____

Telephone: Home () _____ Business: () _____

Reservation Deadline: _____ Reservations Capped At: _____

Will There Be a Pre or Post Game Reception? (Circle): Pre-Game Post-Game

Reception Site Arrangements:

Receptions Cost Overall: (fill out event budget worksheet)

Reception Cost Per Person: (to be added to the ticket cost)

Reception Time: _____

Reception Location: _____

Directions to Reception Location: _____

Venue Contact Name: _____ Email: _____

Address: _____ City: _____ State: _____

Telephone: Home () _____ Business: () _____

Fax: _____

Style of Seating: Theater Style _____ Seated Meal _____ Stand-up Reception _____

Room Capacity: _____

Equipment Needed: _____ Podium _____ Pointer _____ Flipchart

_____ Microphone _____ Audio System _____ Chalkboard _____ TV

Monitor
(choose type below)

_____ Podium Mic _____ Projector/Screen _____ VCR/DVD Player

_____ Handheld Mic _____ Remote Switch _____ Banner

_____ Wireless Mic _____ Laptop _____ LCD projector (for powerpoint)

_____ Lavalier Mic Other: _____

Who will staff the registration table?: _____

Amount of petty cash needed for walk-ins: _____

Materials:	_____ Reservation List	Giveaways
	_____ Pre-printed Name Tags	_____
	_____ Sharpies	_____
	_____ Blank Name Tags	Other
	_____ Masking Tape	_____
	_____ Chapter Banner	_____
	_____ First Aid Kit	_____
	_____ Water Cooler	
	_____ Snacks	

Event Follow-Up: (fill in date these items were completed and by who)

_____ Thank you letters written

_____ Caterer paid

_____ Beverage paid

_____ Alumni Association paid

_____ Venue paid

_____ Event post mortem done

_____ Email capture form done

_____ Other