





wine
women & shoes[®]


Long Term Event Timeline & Task Checklist





Long Term Event Timeline Committee Legend


-  **EVENT FUNDAMENTALS**
includes venue, culinary, wine, fashion show, and entertainment


-  **SPONSORSHIPS**

-  **PR / COMMUNICATION / PRINT**
includes all promotional and branded materials

-  **MARKETPLACE / KEY TO THE CLOSET**

-  **AUCTION LOTS**

-  **SHOE GUYS, VOLUNTEERS & SWAG BAGS**

-  **VINTNERS**



1 Year to 8 Months Out

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VINTNERS

- Kick off call with Project Manager
- Read through How To Guide for each committee chair
- Select event chairs
- Have a committee recruitment event
- Determine event venue/scout sites
- Create overall budget
- Select a graphics package
- Select a graphics package with WW&S graphics team
- Identify rental and AV needs
- Finalize and book event venue
- Sketch general layout for event
- Start thinking about fashion show options
- Determine theme, décor, and production elements

- Schedule kick-off call with WW&S Sponsorship Team
- Survey all committees for sponsor leads
- Determine sponsorship levels and goals (Sponsorship Deck)
- Work with WW&S team to create sponsorship package and presentation

- Post WW&S event on your charity website
- Work with WW&S graphic team to get your event page on WW&S website
- Identify potential PR & media partners
- Create outreach strategy for print & social media
- Work with WW&S graphic team on production schedule & Facebook page

- Build Auction Committee with chairs for: KTC, silent auction, live auction, lot display
- Prep auction item solicitation materials
- Determine number of silent & live auction items and raffle format

- Get current WW&S vendor list
- Look at Marketplace videos on How To
- Determine Marketplace strategy: local vs. national; price points; payment options

- Identify potential winery connections or board preferences



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VINTNERS

6 Months Out

- Determine culinary approach (in house, caterer, or restaurant)
- Visit rental company to view decor
- Determine if using professional auctioneer or celebrity emcee
- Reserve shuttle or valet company
- Determine approach for Fashion Show (dept. store, stylist, boutique, or in house)

- Meet with Communications Committee to determine print deadlines
- Create an Auto Sponsor One-Sheet (see How To)
- Gather sponsor logos as they sign on
- Determine ticketing strategy & e-billing

- Design Save the Date eblast & cards
- Update WW&S event page & charity page
- Identify guest invite list
- Consult with WW&S team to create a sponsor video about your event
- Ongoing Facebook posts

- Beginning contacting vendors for marketplace
- Start procuring items for Keys to the Closet



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VINTNERS

5 Months Out

- Finalize Fashion Show partners
- Finalize culinary choices – view menu options

- Make sure that confirmed sponsors are included on event webpage
- Continue to obtain and secure sponsorships

- Save the Date press release
- Stuff & mail Save the Date cards
- Update WW&S and event webpages

- Begin procuring auction lots
- Send letters & forms to potential donors
- Hire auctioneer
- Decide if using auction consignment company

- Start soliciting swag bag items from event sponsors
- Create a list of 30 Shoe Guys to invite

- Decide if doing vintner dinners
- Secure winery donations for the Wall of Wine



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VINTNERS

4 Months Out

- Recruit & secure celebrity emcee
- Solicit and review AV vendor proposals
- Secure event photographer / videographer
- Confirm final Host Committee names
- Begin recruiting models for fashion show
- Go over rental needs w/ décor coordinator

- Continue to solicit potential sponsors
- Discuss schematic with Venue Committee to meet sponsorship needs
- Begin to promote sponsors through social media, TV, print and radio advertising

- Send email blast – WW&S event is coming!
- Cultivate relationships with vendors – prepare them to promote event

- Meet with décor coordinator to design Marketplace look
- Continue procuring items & vendors

- Continue procuring auction lots
- Continue procuring items & vendors

- Continue procuring Swag Bag items

- Wine kick-off call with WW&S wine team
- Secure locations for vintner dinners



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VINTNERS

3 Months Out

Create invitation mailing list – solicit from Host Committee

Continue to solicit sponsors

Update WW&S event page & charity page

Create PR buzz through media channels

Create story pitches – i.e. local Shoe Guys, charity success stories

Ongoing Facebook posts

Start finalizing vendor contracts for Marketplace

Continue procuring items for Key to the Closet

Finalize signed agreements with shoe vendors

Continue procuring auction lots

Confirm final list of Shoe Guys (minimum 15)

Confirm relationship with retail partner



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VINTNERS

2 Months Out

- Nail down fashion show details – finalize models and stylists
- Secure rentals needed for dressing rooms, staging, and carpet

- Finalize site décor for venue
- Create outline of entertainment/select music
- Finalize menu

- Finalize sponsor who need to be on printed materials
- Order any printed logo items, i.e. glassware, t-shirts, swag bags

- Continue to promote sponsors through social media, TV, print and radio advertising
- Meet with Venue Committee to position VIP seating for sponsors

- Create promotional poster for vendor shops
- Send out email blast invite
- Create final weeks email blast with WW&S graphics team

- Update WW&S event page and charity webpage
- Ongoing Facebook posts

- Make sure vendors have promo materials in stores
- Create day-of timeline for vendors

- Ask vendors if they want to be included in swag bag
- Finalize all vendor contracts

- Start recruiting and assigning volunteers
- Create spreadsheet of Shoe Guys and shirt sizes

- Order bags (if custom)
- Determine how swag bag items are divided up and packaged

- Continue to work with retail partner

- Plan vintner dinners (if applicable)



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VINTNERS

6 Weeks Out

Select Best in Shoe judge and strategy

Continue to obtain and secure sponsors

Send evite

Update WW&S event page & charity webpage

Ongoing PR and Facebook posts

Get involved in outreach – promote vendors

Plan Shoe Guy event

Confirm all shirt sizes

Download winery logos and all materials from BOX file – get link from winery team

Assign committee member to day-of winery assistance



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VINTNERS

5 Weeks Out

Confirm amount of volunteers needed in total

Continue to obtain and secure sponsors

Update WW&S event page & charity webpage

Ongoing PR and Facebook posts

Order silver trays for Shoe Guys

Order shirts for volunteers and Shoe Guys

Communicate vintner rental needs to venue chair

Track wines with checklist provided by WW&S wine team

Determine delivery location for wines

Review vintner dinner To Do list (if applicable)



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VINTNERS

1 Month Out

- Confirm site layout at venue w/ AV and production elements
- Confirm rentals
- Finalize décor plans – purchase and gather materials
- Create fashion show emergency kit – scissors, thread, hairspray, etc

Secure final sponsor commitments

- Coordinate any auction presence on event website
- Begin work on event program
- Start signage for “Step and Repeat”, “Best in Shoe” etc.
- Weekly email blast
- Ongoing PR and Facebook posts

- Close auction lots and organize
- Gather images for auction marketing promo
- Put print catalog together
- Go live with online auction marketing promo on website

- Finalize swag bag contents and packaging
- Refine volunteer spreadsheet

- Determine how to use wine lots (Instant Cellar & Special Bottles)
- Plan wine service for the seated portion



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3 Weeks Out

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- Assign jobs to volunteers
 - Schedule rehearsal for fashion show
 - Go over playlist with DJ
 - Finalize and distribute "run of show"

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- Work with Communications Committee to create sponsor signs – i.e. Thank You poster, KTC signage, water table, etc.

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- Update WW&S event page & charity webpage
 - Collaborate with auction chair for lot display
 - Gather all visuals for auction including Power Point and signage
 - Ongoing press push & Facebook posts
 - Create all signage for wineries, sponsors, vendors, event site and directional signs
 - Ongoing Facebook posts
 - Create #hashtag for event to use in social media and at event

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- Close KTC donations and send to WW&S graphics team for an email blast
 - Start receiving KTC items and organizing
 - Finalize KTC display plan

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- Collaborate with communications committee to prep signage and lot promo on website
 - Create slides for projection screens

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- Assign volunteer captains in these areas: Marketplace, Shoe Guy, Wine, Auction, Backstage, Check-In, Set-up, Fashion Show
 - Create Shoe Guy poster
 - Hold Shoe Guy prep event



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VINTNERS

2 Weeks Out

Request payment checks for vendors / DJ (from charity)

Update WW&S event page & charity webpage

Print auction display – bid sheets and signage

Finalize program copy

Confirm volunteer needs are covered with event chair

Send vendors confirmation, directions, load instructions, and event timeline

Receive all swag bag content

Secure volunteers to stuff bags

Create and send Shoe Guy instructions email



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One Week Out

Finalize counts for food & beverage rentals

Go over guest list to confirm which sponsors are attending

Receive any logo items and prep them to deliver to venue

Print programs

Send final email blasts

Update WW&S event page & charity webpage

Ongoing PR and Facebook posts

Send vendors an updated timeline and load in info (if needed)

Communicate with Marketplace and KTC volunteers about their roles

Print bid sheets for silent auction

Finish lot display signs

Adjust volunteer positions (if needed)

Print final wine checklist (from WW&S wine team)

Receive and inventory wines from distributors and wineries

Print wine sales sheet (from WW&S wine team)

Divide wines into auction lots vs. stations / reserve allocated for seated portion



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Day Before Event or Day of Event

- Receive rentals and direct set-up
- Greet and direct fashion show elements
- Greet and direct AV and production crew
- Send post-event thank yous to sponsors, vendors, wineries, committee members, etc

- Place signage & programs
- Greet and tour members of the media
- Manage photographer with shot list

- Greet vendors for set-up and check in on them throughout event
- Create KTC display
- Greet and prep KTC ticket sellers

- Silent auction set-up
- Monitor silent auction throughout event

- Walk through with volunteers
- Deliver swag bags

- Deliver pouring wines to stations
- Greet winery reps and orient them
- Ensure wine stations have supplies and signage
- Troubleshoot with project manager and WW&S wine team