

VAST Event Committee Guidelines

Updated: September 21, 2018

Event Committees

From time to time a person or persons qualified to run a VAST event may want to propose the event to the VAST Board of Directors. It will be the burden of this person or persons to gather the information needed to propose the event with the purpose of promoting snowmobiling in Vermont, safe riding, zero alcohol tolerance, education, or appreciation. If an event is approved a committee must be formed to run this specific event.

Most events take six months to one year to plan. Commitments from volunteers should be planned for.

VAST Provides

- 1) An annual timeline of event planning goals to follow
- 2) Leadership regarding ideas to try, event location ideas, brainstorming
- 3) Help choosing a date
- 4) Producing e-blasts and Facebook posts to help committee recruitment and then event promotion (all deadlines for event information submission must be followed in order for proper media coverage and maximum attendance). This information must come from the event committee to the VAST office.
- 5) PR in the form of writing press releases and distributing them (all deadlines for event information submission must be followed in order for proper media coverage and maximum attendance). This information must come from the event committee to the VAST office.
- 6) Poster and flyer design and possible event logo design if needed

Steps to Present to the VAST Board of Directors before the event would be approved:

- 1) A detailed application and description of the event with possible activities and outcomes
- 2) Reason for the event
- 3) Possible costs of the event
- 4) An idea of amount of people needed to see the event be successful
- 5) An understanding that a full committee will need to be formed for this event
- 6) An understanding that committee structure must be followed
- 7) Possible dates (final date must be approved too)

Committee Structure and Make-Up (at a minimum)

General overview for all committees to follow: *Being on a committee can be time consuming, so volunteering for an event committee should be thoughtfully considered. Being a leader of an event committee or a portion of an event should also not be taken lightly. Being a committee leader leading other volunteers means the person should possess the following skills and attributes: An even temper, ability to understand that they are managing volunteers like themselves that are putting their free time into the work as well, ability to see the big picture, be a mentor as well as a leader. Most of all enjoy what they are doing, have fun and present a positive attitude.*

Being a general member of a committee means to do your best to only commit to what you can do and if you reach a point that you do not think you can fulfill a task to let someone else know immediately so someone else can be found to finish the task.

Some committee meetings can be held in person or via teleconference. VAST can provide teleconference phone numbers and meeting space at the VAST office if needed.

Required Committee Structure

- **Co-Chairs (two)**
 - Oversee entire event from 30 thousand foot and not get bogged down in every little detail
 - Recruit other volunteers
 - Main point persons to VAST
 - Run event meetings
 - Contact with VAST to public and press
 - Prepare to divide the event responsibilities in half between co-chairs to oversee and help leaders and volunteers with the positions below

- **Secretary/Treasurer**
 - Take and keep any committee notes, minutes, agendas
 - Report out the event budget and any spending. In charge of all monetary functions of the event, pre, during and post including invoices and receipts

- **PR and Marketing Chair – oversee all the goals of this area and at least two others to help**
 - To write up event description, event agendas, etc (press releases, stories, Facebook, enews, posters, mailings, media contacts). *Note that in order to properly promote the event, all detailed event agenda and event details must be to VAST at least two months prior to the event.*

- **Logistics Chair – oversee all the goals of the areas listed below**
 - One other to manage event grounds (parking, facility locations and management of crew assignments, workers, set-up and clean-up)
 - Two others to manage where food will come from (clubs, in trade or bought, assigning for pick up or delivery)
 - One other to manage food operations (planning and execution of location, workers, set-up and clean-up)

- **General Committee Members**
 - Should be broken up into the following areas: promotion, food, parking, site logistics including buildings, tents, vendor area and recruitment, large equipment recruitment and logistics and would rest under the two chair positions of PR & Marketing and Logistics.