Football Weekend Planning Guide

Determine the goals for the weekend early (6 to 8 months in advance)

1. Provide a fun event for BYU fans before the game
2. Provide access to game tickets
3. Raise funds for Replenishment Grants
4. Provide a spiritual experience with the team for local youth and alumni

Questions to ask and answer early in planning

1. Are we going to sell game tickets?
   a. Who is responsible? How will the selling happen?
   b. Who is to negotiate with the ticket office?
   c. Do we have enough personnel to make the sales work?
   d. If selling game tickets what is the promotion schedule?

2. Where and when do we have the party?
   a. Location, location, location?

3. What will happen at the party?
   a. Will food be catered, food vendors or in-house?
   b. What activities will happen to make it a party?
   c. Will music be a DJ, i-pod or live? Who will M.C.?
   d. How do we sell tickets, advertise and promote?
   e. How do we enlist volunteers and handle crowd control?

4. What other activities are also going to happen at that same time?
   a. Are we in charge of anything else?
   b. How are we going to recognize sponsors several times throughout the program?

Timeline:

- 4 to 6 months prior reserve space for the tailgate. Make sure the area is large enough for the crowd expected.
- 3 to 6 months prior reserve space for the team Fireside. Coordinate with the team and local church leaders.
- 2 to 4 months prior get information to BYU Alumni for online sales, email promotion and possible postcard mailing.
- 2 weeks prior have program ready for BYU Alumni, so they can coordinate anyone coming from BYU such as Cheer Squad, Cosmo, President, Athletic Director etc.
**Tailgate Checklist**

**Physical Set up could include:**
- Canopies or tents for food and/or merchandise
- Chairs and or tables for attendees especially when food is being sold
- Stage or area for a DJ, and M.C., sound system, microphone (electricity, extension cords, possibly a generator)
  - DJ that understand Mormons and Mormon youth, Knows how to create a party, interactive games, hula hoop, limbo stick, etc
- Long tables for activities (BYU Store merchandise, 4; Cougar Club, 1; registration, 1-2; face painting, 2-3; other activities as needed)
- Restrooms, port-o-potties
- Lots of volunteers to make everything run smoothly (BYU Store sales, 4-6; Face painting, 3-6; Food and tickets, 2-4; Games etc., 4-6)

**Food:**
- Catered or Vendors, Water for sale or distribution;
- Tickets, wristbands, check off lists
- Crowd control, One time through buffet line, plate distribution
- Seating, tables (long or round or tall standing), table coverings
- Canopy cover for protection against sun and rain

**Suggested Activities:**
- Football, bean bag toss or other crowd games
- Face painting (could charge $.50 or $1.00 to cover costs of paint)
- Trivia with give-aways, Loudest section contest, etc.
- Make up your own challenges and games, cheap items as prizes/awards
- Jump House or children activities, crafts, cookie decoration, etc.

**BYU Alumni Provides:**
- A duffle bag full of Pom poms, t-shirts, etc, to be distributed at discretion of chapter; (participants, prizes for games, etc)
- BYU Store merchandise (on consignment from the BYU Store)
- Flags, Banners, Balloons or other attention getters, to identify BYU location (helium must be arranged by local chapter)
- Coordinate with on-campus entities; Cheer Squad, Administration etc.
- When necessary, we may help cover some of the set up costs in order to improve the experience for BYU fans.
Sample Tailgate Agenda

3 hrs prior to Kick-off; Begin with a welcome and opening prayer
- Start moving people through the meal line
- Recognize sponsors and those represented from BYU and those who helped plan the tailgate.
- Crowd building activities (football toss, loudest section contest, trivia, prizes etc.)

2 hrs prior to Kick-off
- Recognize sponsors and those represented from BYU and those who helped plan the tailgate.
- Point out the different stations and those manning them: BYU Store merchandise, Face painting, etc.
- Crowd building activities continue (Music/DJ, youth games, activities)

1 hr 30min prior to Kick-off
- Cheersquad performance
- Speakers (e.g. Pres. Worthen, Tom Holmoe, Chad Lewis, Robbie Bosco, former athletes, etc.)

1 hr prior to Kick-off,
- Recognize sponsors again, point out the different stations, and encourage people to continue eating.
- Crowd building activities continue

45/30min prior to Kick-off, thank everyone for coming and to continue cheering for the Cougars