

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