Take The Walk:
The Intricacies of a Student-Run Event

An Honors Thesis (HONRS 390U)

by

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Abstract

Coordinating a student-run event is an intricate process. It involves careful planning, an extraordinary ability to work as a team, quick and smart reactions to unforeseen problems, and a project that drives the organizers to act with passion. I explore the step-by-step process of chairing a committee of students whose goal is to host “Take The Walk” on the Ball State University campus. From the moment that incited my desire to host the walk to the committee meetings, to the day of the event, I will detail what I did, how I triumphed, and how I failed – all excellent learning tools.
Acknowledgments

Dr. Michael O’Hara, for your endless support as an academic and personal mentor, I thank you.

Thanks also to the APO committee members – Talley Gale, Cassy Bormann, Macie Tonn, Sarah Paradise, Molly Wagner, and Aikaterini Makridakis.

I would like to thank Indiana Zeta Alpha Psi Omega for supporting this event passionately and providing a committee to organize “Take The Walk.”

And also thanks to the event co-sponsors: Ball State Phi Gamma Delta (FIJI), International Student Association, Reflex, National Society of Collegiate Scholars, and Two Degrees Food.
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Author’s Statement

Background

During my first semester at Ball State University, I celebrated my birthday by attending a Hanson concert in Indianapolis. Before the concert, my friends and I took “The Walk” with hundreds of other fans, the opening bands, as well as Isaac, Taylor, and Zac Hanson. On behalf of each person who walked a mile, Hanson donated $1 to one of five charities in Africa – drilling wells for clean water, building schools, donating shoes, providing access to medical care, and supporting AIDS treatment and research. Additionally, Hanson will donate $1 if walks are hosted on their behalf – a philanthropy titled “Take The Walk.” Their goal was for “Take The Walk” to walk around the world – 24,902 miles. As of May 1st, 2012, they have circled the globe twice and are 906 miles into their third trip (“Take Action - Take the Walk”).

Hanson’s philanthropy was inspired by the brothers’ trip to South Africa. Hanson’s care for the world is explored heavily on the album The Walk. In addition to leading a walk before each concert during The Walk Tour and donating on behalf of “Take The Walk” events across the United States and Canada, Hanson released a single and video titled “The Great Divide” and
sends all proceeds to HIVSA – a South African non-profit organization that supports people
“infected and affected by HIV/AIDS” (“About HIVSA”).

There are more than thirty-four million people living with HIV/AIDS; over twenty-two
million of those people live in Africa. In 2010 alone, 1.8 million people died at the hands of
families. When mothers are infected, their children too often acquire the disease. Over 400,000
children are newly infected with HIV/AIDS each year (“Join Our Fight Against AIDS”).
Hanson’s initial goal was to provide one month of treatment for 250 mothers at the Perinatal HIV
Research Unit in South Africa through HIVSA. When they met this goal, they decided to do the
same for another 250 mothers. So far, 12,312 miles have been walked for this particular cause
and, as a result, 352 months of treatment have been provided (“Take Action - Take the Walk.”).
The Ball State University sponsored “Take The Walk” event added nearly two months of
treatment.

The Committee

Alpha Psi Omega (APO) is the National Theatre Honor Society. Indiana Zeta APO, the
Ball State University chapter, meets once a week. Though the chapter’s primary focus is on
raising funds for departmental scholarships, it also finds time to maintain a close connection to
the HIV/AIDS awareness and support community. APO collects donations for Broadway Cares /
Equity Fights AIDS outside many Ball State University Department of Theatre & Dance
productions. To encourage more action against HIV/AIDS, I suggested Indiana Zeta APO host
“Take The Walk” at Ball State. In the fall of 2011, ten APO members, including me, were
assigned to the “Take The Walk” committee.
The committee’s first action was to decide when to host the event; we decided on sometime in March or April. On January 25th, 2012, the committee re-convened. Three members decided they did not have as much free time as they anticipated and resigned. As the committee chair, this was challenging at first. I had tentatively drawn out plans for responsibilities; ideally, I would have three people leading our marketing efforts and three people responsible for finding sponsors. Ultimately, I assigned Talley and Macie to finalize the date and location for the event. Sarah served as the entertainment coordinator while Cassie, Molly, and Aikaterini worked on marketing and sponsorships.

My responsibilities included: supervising the committee, serving as a liaison between “Take The Walk” and Indiana Zeta Alpha Psi Omega, leading meetings, and contributing to the pool of ideas for the event. Though it is ideal for one committee member to primarily lead, rather than carry out tasks, this, in my experience, is rarely the outcome. More often, the committee member who is in a leadership position is also the member who is most passionate about the project and therefore does a majority of the work. While I certainly did more than was originally on my task list, I think that my committee excelled at working as a team to accomplish a goal, rather than forcing one team member to do most of the brainstorming and labor.

I began my first committee meeting with a ten-minute explanation of “Take The Walk,” including my personal attachment to the cause and to the band. We talked about what it meant to us as a group and what it meant for Indiana Zeta APO. We decided on a few primary goals for the event. Most importantly, we wanted to both raise awareness about HIV/AIDS as well as take action. We established a “will do” goal of 50 participants, a “should do” goal of 100 participants, and a “could do” goal of 200 participants. This is the same technique Vector Marketing sales representatives use when establishing their Cutco sales goals. Our other two
goals focused on Indiana Zeta APO. We wanted to make a positive mark on APO’s charitable efforts to encourage future philanthropy and we wanted to introduce our group to the campus. Indiana Zeta APO hosts a variety of events for the Ball State and Muncie communities. “Take The Walk” sought the unification of these communities with the theatre community in order to make a bigger impact on important issues.

At each of six committee meetings, which typically lasted 45 minutes, we discussed “Take The Walk” according to my outline. The first, and most important issue was deciding on a date. Looking at the university and theatre calendars, Talley chose three potential dates – Friday, March 30th, Friday, April 13th, or Friday, April 6th. The next, and most challenging issue was deciding on a location.

At our first meeting, we wanted to barricade roads – like the McKinley Mile bicycle race or the Homecoming bed races. Macie contacted a representative from the University Police Department before our next meeting and determined that we would need to do the following: file an application for street closure, attend a meeting of the Muncie Board of Public Works, and pay $35 per hour per officer for a minimum of three hours. With little to no budget, we tabled the idea. For the next several weeks, Macie struggled to secure a location for the event. I pushed every week, as the location for the event was vital to marketing.

Far too late (only three weeks prior to the event – one being Spring Break), and with far too much hassle, we reserved the concourse of Worthen Arena – what we had hoped would simply be our rain location. In managing my committee member, Macie, I encountered many challenges. She and I are friends; she had a variety of other obligations; and to be honest, she was not nearly as comfortable navigating the university bureaucracy as I am. I reacted by following-up with her on a consistent basis. I offered to help and to guide her. She insisted that
everything was under control and that she was waiting on a call or an email. Perhaps it could have been done more quickly or more effectively, but I could not say it to Macie. The lesson here is that managing peers, especially friends is challenging. If I could change how I behaved, I would have re-assigned the duty to a member of the team with more experience planning events – someone who would have gone to the office physically the first week rather than at the last minute. I learned that friendship is blinding when it comes to working together.

The second topic we discussed each meeting was entertainment. Sarah, who was in charge of entertainment, could rarely stay for the whole meeting. This was challenging to me, as I had to organize my weekly agenda around a specific committee member’s needs. They were not impractical needs, however. If you are working with a group of highly motivated students, they are likely the sorts of students who are committed to a variety of projects. For entertainment, we wanted to have a band play – perhaps even Hanson. We also discussed having campus figures at the event like Happy Friday Guy or Charlie Cardinal; neither attended the event. Entertainment was put on the “back burner” until we could secure a budget and a final date (which did not happen until we finalized the location). Sarah did determine that Hanson would be unavailable and likely out of our price range.

When the Ball State chapter of the National Society of Collegiate Scholars decided to donate $150 in order to be a co-sponsor, we allotted $50 for advertising, $30 to purchase the “Take The Walk” banner and stickers, $50 for entertainment, and $20 to purchase water bottles. The advertising was later cut to $25, which allowed Sarah to spend $75 on entertainment. Ultimately, however, the entertainment budget was not used; Sarah could not secure a band. Instead of a band, Sarah invited the theatre improvisational troupe Reflex to perform at “Take
The Walk.” In return, we agreed to advertise their performance that would be happening later in the evening.

What did I learn from managing Sarah? It is crucial that your committee members are invested in the work. Sarah did not have time to fully explore and follow-up with potential bands. As a result of her busy schedule, she was not in the meetings when we talked about contacting Charlie Cardinal. Despite what may seem like “failures” on the part of my entertainment coordinator, our event featured an engaging and entertaining performance by Reflex. In student committees, you have to balance big ideas with realistic goals. I think we knew from the beginning that having Hanson perform would not be possible, but for our first meeting I wanted my committee to dream about our idea of the perfect event. By the third meeting, we were looking at more reasonable, concrete ideas. When it came to entertainment, I started too big. I did not make it clear from the beginning that my honest hope was to have something, anything going on besides the walk.

Another major discussion point at each committee meeting was coordinating sponsors. In our dreams, we would have Ethos Water, Two Degrees Food Bars, Papa John’s Pizza, Ball State Dining Courts, and/or Costco as sponsors. I was pleasantly surprised when my committee shared that they were concerned about exactly who sponsored the event. We discussed exactly where to draw the line in terms of what companies we would be comfortable putting on the poster next to the APO letters.

I drafted a letter requesting sponsorship and committee members Molly and Cassie began contacting companies. Ultimately, we had to purchase our own water. Papa John’s fell through at the last minute because the general manager forgot to tell the store to donate pizzas before she left for vacation. We decided not to pursue the Ball State Dining Courts or Costco. Cassie spent
most of her time working with local radio stations to play free advertisements for the event, which happened for the whole week before the event. Molly worked with Two Degrees Food; in exchange for pictures of the event featuring participants enjoying their product, Two Degrees Food donated 200 snack bars to Indiana Zeta APO’s “Take The Walk.”

The success of these two committee members can be attributed to communication. Of all of my committee members, Cassie and Molly consistently responded to my emails, asked questions, and showed up to meetings. Working with them was the ideal situation for a student leader like me. I emailed my committee members twice a week. The first email included a meeting reminder and general reminders about responsibilities due at that meeting. The second email was usually to follow-up about particularly pressing issues. I asked Macie if she had considered contacting a certain person in Worthen. I discussed band possibilities with Sarah. I asked Molly and Cassie which companies had responded and with whom they had followed up.

If you are interested in being a good committee member, send emails like these: “Hey Jess! I'll be running late, my class ends at 5 but I will be there! ~Molly,” or “Hey guys! I am attaching a word doc sample of what my email would look like for ethos, second degree and papa johns. This one is for ethos. Let me know if I left anything out. ~Molly,” or “Hey Jess! I just wanted to let you know that I wasn’t able to find an email address through Ethos water (which is a part of Starbucks) to contact, but there was an inquiry tool on the website designed specifically for fundraising and donations so I filled out all of the information for that and in the body I attached what I had been planning on putting in the email. I’ll keep you updated when I hear back from Ethos and Two Degrees. ~Molly.”

Though we began with big ideas about marketing regionally, our marketing campaign ultimately became very focused on Ball State and Muncie. We considered selling t-shirts but
decided very early in the process that this would prove very difficult and would not be worth risking losing money on the event. Instead, we used the co-sponsorship Cassie had coordinated with the local radio stations to reach out to Muncie and I designed a flyer to reach out to the Ball State community. I purchased $25 worth of color and black and white 8.5 by 11 flyers from Ball State Printing Services. The entire committee went “flyering” a week and a half before the event – we put up 50 color flyers and 100 black and white flyers around campus. Additionally, an email went out to the entire Department of Theatre & Dance. Our advertising through social media was limited to Facebook. I personally published the event and request that members of the National Society of Collegiate Scholars and Indiana Zeta Alpha Psi Omega invite their friends to the event. On the event wall, I announced co-sponsors and posted a Facebook banner that I designed for students to post at the top of their Facebook profiles for a few days before the event.

Our more personal marketing strategy was to contact most of the other campus organizations in individual emails. I called this effort “Spread The Word.” Four weeks before the event, I put together a list of most of the Ball State student organizations. I asked Indiana Zeta APO members and board members to commit to a few organizations. Then, two weeks before the event I sent a template email to all of the volunteers. Each volunteer personalized the template for the organization and then I took over the arrangements for co-sponsorship. As a direct result of this marketing campaign, Phi Gamma Delta fraternity (FIJI) and the International Student Association sent a minimum of ten representatives to the event. Several other organizations announced the event at their meetings or sent a few members. Not only did this effort help the success of “Take The Walk” but it also provided an opportunity for Indiana Zeta APO to reach out to the Ball State community.

SUBJECT LINE: BSU "Take The Walk"
Hello [insert organization name],

I am writing on behalf of Indiana Zeta Alpha Psi Omega - the Ball State theatre honor society. APO is hosting a campus-wide event on Friday, March 30th. "Take The Walk" is a one-mile walk to support the fight against poverty and HIV/AIDS in Africa. $1 will be donated to the Perinatal HIV Research Unit in South Africa on behalf of each person who participates. There is no cost to "Take The Walk."

In the spirit of unifying Ball State student organizations, we are reaching out to our peers for support. There are many ways to help! Advertise our event on your webpage - https://www.facebook.com/events/369890833031729/. Send the attached PDF to your members. Announce "Take The Walk" at your meetings between now and March 30th.

In return for your generosity, we would like to offer any group that has ten or more members present on the 30th the title of co-sponsor. At our event, we will publicly thank your organization. Additionally and more importantly, Alpha Psi Omega will keep this favor in mind when your organization is in need of support for an event. We want to become a bigger part of the university and we would like that to begin by working one-on-one with other student organizations!

Please email Jessica Hoffmann at jnhoffmann@bsu.edu with the list of students you are sending if you'd like to be a co-sponsor. If you'd rather just help out by advertising, we would certainly appreciate that too! Let us know either way!

Best,

[your name here]

The week before March 30th, 2012 was quite busy. I personally contacted the Worthen Arena concourse supervisor to discuss the schedule for the day, our equipment needs, and other rules we would need to know, like whether or not we could chalk the sidewalk outside, serve the Two Degrees health bars and water, collect donations for Broadway Cares / Equity Fights AIDS. I contacted the appropriate department in order to have audio equipment delivered and picked up from the event. The committee decided to create the direction and motivational signs the day of the event.
Overall, the committee stage of “Take The Walk” was very successful. Each committee member contributed as much as she was able. We began with big ideas and later found a way to balance those with realistic goals. As a team, we found ways to work through challenges like a small budget or learning the location nearly too late. We relied on one another and represented Indiana Zeta Alpha Psi Omega well to other student organizations in our search for co-sponsorships.

March 30\textsuperscript{th}, 2012

The morning of “Take The Walk,” I had a small last-minute to-do list. I picked up supplies to make direction and motivational posters, prepared copy to be written on the posters by someone with more artistic writing, printed the Reflex flyers, and wrote my opening and closing speeches. When I arrived at Worthen Arena at 2:45PM, I found concourse staff members and learned the registration tables, information booth table, and snack table had been placed at the wrong gate. After re-directing the concourse staff, I helped volunteers carry the water and Two Degrees health bars to the snack table.

Once the volunteers were gathered, I delegated preparation duties. I realized I forgot to print the registration forms and did not have enough printer paper for signs. I sent two volunteers for these items. Three volunteers were writing signs thanking sponsors and
motivational signs. One placed these signs around the concourse. Another volunteer wrote
direction signs and also placed them around the concourse. A few volunteers and I set up the
snack table, information booth, and registration tables. I also met with the audio crew to learn
how to use the microphone and to ensure both Molly and I knew how to operate the speakers
from her laptop.

Nearly everything went according to schedule, but if I had not built in extra time to set-
up, we would not have finished on time. During the forty-five minutes of set-up, there were five
separate unforeseen but solvable problems that arose. When working with a committee, you
have to expect some things to not go perfectly. Anyone could make a mistake – forget a piece of
paper – or miscommunicate – forget the gate number.
At 3:30PM, registration began. From 3:30PM to 4:00PM, only one participant arrived. While he sat and waited, we continued finding fun ways to decorate the tables and the concourse. As more participants arrived, Reflex began entertaining and the committee members worked the registration tables. A photographer from the National Society of Collegiate Scholars took photographs of participants eating Two Degrees Food. Other volunteers held the Broadway Cares / Equity Fights AIDS buckets to collect donations. Positive energy filled the room.

At 4:30PM, I announced that “Take The Walk” would begin momentarily. Participants lined up. I stood in front of them and gave a brief motivational talk about the great things “Take The Walk” has accomplished. Then, on my mark, they began the walk. All sixty-three participants, including me, walked six laps – one mile - around Worthen Arena. Because of the staggered end times, I decided to pass on the final speech. The participants left Worthen with a sense of accomplishment while the committee gathered signs and leftover refreshments. As a team, we tore down and packed up what we had been working to build since January.

Reflection

Inspired by my favorite band, I made it my priority to host “Take The Walk” at Ball State University. What I love most about my initial motivation is how much it changed over time. As I researched HIV/AIDS and knew that I had no choice but to take action. “Take The Walk” is
not about action alone, though. I could have donated $63 to HIVSA; instead, I used my skills as a student leader to bring together sixty-two other students for an important cause.

Throughout this semester, I have learned about my ability to work on a team, as a leader. I excel at organization and crisis management but I fall short on more long-term management problems like motivating a teammate to accomplish her goals, instead of the quick fix where I do all of the work in a hurry. To avoid this error in the future, I will begin asking committee members what they expect to accomplish rather than simply telling them my expectations. I will also challenge myself to lead only in an organizational capacity rather than doing a lot of the work. As a future educator it will be imperative that I work through projects and allow my students to reach their own conclusions.

I learned how to balance ambitious dreams with realistic goals. It takes strength to set aside big ideas for reasonable ideas. To accomplish this, you have to take notes, leave them alone for a day or so, and then return to them. Another method I used to keep my feet on the ground was running ideas by a non-committee member every so often. I am not saying the dreams and big ideas do not have a place, though; they do. These are the things that motivate an event organizer to leave a legacy. Next year, “Take The Walk” will be much more successful because I left behind a solid foundation and room for new, creative ideas.

In addition to learning a lot about myself, I explored important aspects of my future career as a talent representative. I single-handedly developed a youth-oriented marketing strategy that exceeded its minimum goal. By focusing on targeted advertising and personalized marketing, I connected to about 200 students and gathered 63 of them at “Take The Walk” on a Friday afternoon. My motivation for the “Spread The Word” campaign came from a brainstorming session with other student organization presidents.
I successfully planned an event using only a committee of six of my peers and a $150 donation. As I walked the final lap around Worthen Arena, I beamed with pride. I do a lot in college, but nothing is more important to me than successfully putting together a student-run event. It is my opening night, my homecoming game. The most important lesson I learned at Ball State University is how to work with a team to accomplish a common goal.
Works Cited


$1 WILL BE DONATED TO THE PERINATAL HIV RESEARCH UNIT IN SOUTH AFRICA ON BEHALF OF EACH PARTICIPANT

Friday, March 30th
Mile Walk Begins @ 4:30PM
Registration Opens @ 3:30PM
or Pre-Register @ takethewalk.eventbrite.com

SIX LAPS AROUND WORTHEN ARENA CAN CHANGE LIVES
ABOVE: Facebook Banner

BELOW: Reflex Flyer

Love to Laugh? Let us Help!

Tonight!

Reflex Comedy Troupe Presents:
A Night of Improv

11 p.m. in University Theatre
(Located across from Bracken Library)

Admission $3 — Laughs Endless
01-25-12 Committee Meeting

Date – Talley
  • Friday Afternoon
  • 3/23, 3/30, 4/6, 4/13, 4/20
Location – Macie
  • Barricade Roads
    o McKinley Mile Coordinators
    o Walk A Mile In Her Shoes
    o Bed Race
    o University Police Department
  • Set-Up Rain Location

Entertainment – Sarah
  • Happy Friday Guy
  • Charlie Cardinal
  • Band?
    o Village Green Records
    o Hanson
    o The Goodnight Fields
    o Other Local Bands
  • Reflex
  • AIDS Treatment & Research Information Booth
  • WE NEED A BUDGET!

T-Shirts – Macie
  • Sponsors on Back
  • Sell In Advance or Pre-Purchase?
  • DECISION BASED ON SPONSOR RESPONSE

Sponsors – Cassie & Molly
  • Snack & Water Sponsors
    o Ethos Water
    o Two Degrees Snack Bars
    o Papa John’s Pizza
    o Ball State Dining Courts
  • Costco
  • Radio Stations
  • Gift Pack for Each Participant or Raffles
  • T-Shirt Company
  • Why Sponsor?
    o Advertising on T-Shirts
    o Public Thank-You @ Event
    o Philanthropy

Marketing
  • Audience
    o Ball State
    o Local High Schools
    o Indianapolis & Other Regional APO Groups, AIDS Awareness Groups, or Hanson Fan Clubs
  • Communication Center Campus-Wide Email & Other Student Life Resources
  • Flyers in Programs
  • WCRD, Daily News, Ball Bearings, Muncie Star Press
  • St. Francis Catholic Student Life – Cassie

Miscellaneous
  • Commitments from WHOLE Sororities, Fraternities, and Campus Organizations
  • Prepare Sign-Up
  • Megan Whitaker – SVS Resource
  • Budget
    o $15 or $20 for Banner & Stickers
    o Water & Snacks
    o T-Shirts in Advance?
  • Broadway Cares/Equity Fights AIDS Partnership
02-08-12 Committee Meeting

Date – Talley
- Friday, March 30th from 3-6PM
- Friday, April 13th from 3-6PM
- Friday, April 6th from 3-6PM

Location – Macie
- David Bell – UPD
  - Application for street closure
  - Meeting of Board of Public Works
  - $35/hr/officer – min. 3 hours
- Streets may be too expensive… tabling this for now
- Alternate Locations
  - Lafollette Field
  - Soccer Fields
  - Football Field Track
- Rain Location
  - Worthen Arena

Entertainment – Sarah
- Happy Friday Guy – Macie will give you his email
- Charlie Cardinal – contacting
- Band? - we will not be approaching people until the date/time is finalized
  - Village Green Records
  - Hanson
  - The Goodnight Fields
  - Other Local Bands
- Reflex – let’s ask them what they feel their role could/should be
- AIDS Treatment & Research Information Booth – Jessica

T-Shirts – Macie
- We are not super pumped about t-shirts right now

Sponsors – Cassie & Molly
- Printing Company Sponsorship
  - Talk to Box Office
  - Call Hiatt
  - ~200 Flyers & Postcards?
- Snack & Water Sponsors
  - Ethos Water
  - Two Degrees Snack Bars
  - Papa John’s Pizza
- Radio Stations
- Why Sponsor?
  - Public Thank-You @ Event
  - Philanthropy / Tax Deduction
  - Logo on Flyer

Marketing
- We will begin this after we talk to Hiatt & SGA

Miscellaneous
- Commitments from WHOLE Sororities, Fraternities, and Campus Organizations
- Prepare Sign-Up
- Budget
  - $15 or $20 for Banner & Stickers
  - Water & Snacks
- Broadway Cares/Equity Fights AIDS Partnership
- SGA Funds – Jessica
02-15-12 Committee Meeting

Date – Talley
- Friday, March 30th from 3-6PM
- Friday, April 13th from 3-6PM
- Friday, April 6th from 3-6PM

Location – Macie
- Worthen Arena
- waiting to hear from Charlie

Entertainment – Sarah
- Happy Friday Guy – Macie will give you his email
- Charlie Cardinal – contacting
- Band? - we will not be approaching people until the date/time is finalized
  - Village Green Records
  - Hanson
  - The Goodnight Fields
  - Other Local Bands
- Reflex – let’s ask them what they feel their role could/should be
- AIDS Treatment & Research Information Booth – Jessica

Sponsors – Cassie & Molly
- Printing Company Sponsorship

- Talk to Box Office / Call Hiatt
- ~200 Flyers & Postcards?

- Snack & Water Sponsors
  - Ethos Water
  - Two Degrees Snack Bars
  - Papa John’s Pizza

- Radio Stations
- Why Sponsor?
  - Public Thank-You @ Event
  - Philanthropy / Tax Deduction
  - Logo on Flyer

Marketing
- We will begin this after we talk to Hiatt & SGA

Miscellaneous
- Commitments from WHOLE Sororities, Fraternities, and Campus Organizations
- Budget
  - $15 or $20 for Banner & Stickers
  - Water & Snacks
- Broadway Cares/Equity Fights AIDS Partnership
- SGA Funds – Jessica
02-22-12 Committee Meeting

Date – Talley
- Friday, March 30th from 3-6PM
- Friday, April 13th from 3-6PM
- Friday, April 6th from 3-6PM

Location – Macie
- Worthen Arena
  o For events held in sports facilities (Irving Gym, Worthen Arena, Lafollette Field), organizations must contact Special Events Management Autumn Duncan, 765-285-1151, for direction on the best vendor to use based on the event location.

Budget
- $150 Co-Sponsorship (NSCS)
  o $50 – advertising
  o $30 – banner & stickers
  o $50 – entertainment
  o $20 – water bottles
- Sneaky... $$$ (3/14)

Entertainment – Sarah
- Happy Friday Guy
- Charlie Cardinal
- Band – working on it!
- Reflex – let’s ask them what they feel their role could/should be
- AIDS Treatment & Research Information Booth – Jessica

Sponsors – Cassie & Molly
- Snack & Water Sponsors
  o Ethos Water

- Two Degrees Snack Bars
- Papa John’s Pizza
- Radio Stations
- Why Sponsor?
  o Public Thank-You @ Event
  o Philanthropy / Tax Deduction
  o Logo on Flyer

Marketing
- Small Flyers!
- Housing & Residence Life
- BSU Printing Services
- 8.5x11 B&W
  o 100 - $4.71
  o 200 - $9.17
- 11x17 Color
  o 25 - $24.55
  o 50 - $45.73

Spread the Word
- Members of APO will email student organizations
  o Co-Sponsorship
  o Participants
  o Misc. Favors
- Jessica will send out a template by Friday

Miscellaneous
- Prepare Sign-Up (2/29)
- Broadway Cares/Equity Fights AIDS Partnership
- Possibly do PanHellenic Counsel instead of individuals?
- Contact YMCA, Boys & Girls Club, High Schools, Cornerstone
03-21-12 Committee Meeting

Date – Talley
- Friday, March 30th

Location – Macie
- Worthen Arena

Thank-You Cards – Talley
- Ball State Stationary
- Two Degrees
- NSCS
- Worthen Arena
- Band / Reflex

Budget – Jessica
- $150 Co-Sponsorship (NSCS)
  - $25 – advertising
  - $30 – banner & stickers
  - $75 – entertainment
  - $20 – water bottles

Entertainment – Miscellaneous
- Happy Friday Guy – Sarah
- Charlie Cardinal – Sarah (email "Shelby Welsh" slwelsh@bsu.edu and ask how she got him)
- Music – Sarah
  - Contact Worthen RE: Space For Bands ALSO, can we play music over their loud speakers instead of just using our iPod dock?
  - Waiting to hear from two bands
  - Following up with Goodnight Fields
  - Acoustic Guitarist – pretty sure
  - Rough Music Schedule
    - 3:30-3:45 iPod
    - 3:45-4:00 Set #1
    - 4:00-4:10 iPod
    - 4:10-4:25 Set #2
  - Reflex – finalize who will be there (also, when) and what they will be doing – Sarah
  - AIDS Treatment & Research Information Booth – Jessica

Sponsors – Cassie & Molly
- Two Degrees – yes!
- Radio Stations / Muncie Press – keep following up! – Cassie
- WCRD (including the talk show I sent you info about – also, Craig Prince & Andrew Neylon) / Daily News – Molly
- Papa John’s – Cassie & Jessica

Marketing
- Flyering Tonight (after APO) – Jessica
- Flyering Tomorrow (3:30PM – Naked Lady) – Everyone Else
- Send Out Spread The Word by Friday!
- Honors College – Jessica
- Theatre Announcements - Jessica

Miscellaneous
- Broadway Cares/Equity Fights AIDS Partnership!
- Timeline
  - 3:30PM-4:30PM Mingling, Bands, Snacks, Water, Music, Registration
  - 4:30PM-5:30PM Take The Walk (Reflex as cheerleaders) – maybe pizza afterwards
- Megaphone – Jessica
03-28-12 Committee Meeting

Date – Talley
• Friday, March 30th

Location – Macie
• Worthen Arena

Schedule – Jessica
• 2:45PM-3:30PM Set-Up
  o 2 Registration Tables
  o 1 Information Booth
  o Signs Thanking Sponsors
  o Direction Signs
  o Registration Signs
• 3:30PM-4:30PM Registration
  o Sign-Up & Stickers
  o BCEF Donations
  o Reflex
  o Water & Two Degrees
  o Pictures!
  o iPod Music
• 4:30PM-5:15PM The Walk
  o Banner
  o Reflex
  o Pictures!
  o iPod Music
• 5:15PM-5:45PM Tear-Down

Thank-You Cards – Talley
• Ball State Stationary
• Two Degrees

• NSCS
• Worthen Arena
• Reflex
• Phi Gamma Delta
• International Student Association
• Hanson
• Andy & Laurel

Budget – Jessica
• $150 Co-Sponsorship (NSCS)
  o $25 – advertising ($25.60)
  o $30 – banner & stickers ($29.78)
  o $75 – entertainment
  o $20 – water bottles ($19.90)

Entertainment – Sarah
• Happy Friday Guy – Registered!
• iPod Playlist – Molly & Sarah
• Reflex – Will be there!
• Info Booth – Jessica

Sponsors – Cassie & Molly
• Two Degrees – yes!
• Daily News – will cover it
• WCRD – waiting
• Muncie Station – advertising!
• Student Organizations – Phi Gamma Delta, International Student Association, Alpha Psi Omega, National Society of Collegiate Scholars