

Truckee Tahoe Air Show & Family Festival – For February 2022 Airport Board of Directors Meeting

\$26K Budget Line Item for Event Planning, Management and Production; Marketing, PR, Design, and Outreach Includes (but is not limited to) the following:

- Overall Event Planning/Management/Production (excluding aviation acts – Air Show Executive Director, Tim LoDolce, aviation professionals, and the emergency response team manage the air show aspect of the event.)
- STEM Expo Management – Develop and implement outreach efforts to prospective STEM exhibitors to secure exhibit participation; manage all planning, create spreadsheets with needs, size of each booth spot, etc. Garner STEM Expo Sponsor with a monetary contribution and volunteers – Confirmed Grocery Outlet for 2021 as a monetary sponsor for the STEM Expo and to staff the Expo.
- Outreach for new and returning local vendors in conjunction with John Manocchio from the Truckee Optimist Club.- update vendor reservation forms, etc.
- AS&FF Committee Meeting prep – write agenda, take notes, manage time, create informal meeting minutes with another select committee member. Distribute to committee.
- Conduct/Manage Public Relations efforts (Media Alerts, Press Releases, distribution, etc.).
- Manage Media Relations/Requests (schedule interviews with performers, Kevin Smith, Tim LoDolce, brief Air Show/Airport spokespeople on consistent messaging about the Airport, Airport District, Air Show & Family Festival, answer questions, forward images, follow-up, track coverage, etc.)
- Social Media Management – create posts, answer questions, etc. (Facebook)
- Write articles when applicable, or manage contracted writer/s; copyedit, review for consistent messaging – Connected Newsletter, Tahoe Quarterly, etc.
- Coordinate trip for students from North Tahoe High and Truckee High for performer rehearsal event – specifically related to the 2021 AS&FF. Will implement in 2022 with Joan Zappettini, HR Director of TTUSD and AS&FF Committee member on behalf of KidZone Museum.
- Manage and conduct media buys – negotiate best rates and most in-kind, manage designer, create ad, submit, follow-up, etc.
- Work directly with performers’ PIOs and STEM Expo exhibitors for cross-marketing to gain exposure in local areas – North Lake Tahoe/Truckee.
- Sponsorship Efforts (only for returning sponsors year-after-year who support local youth activities, scholarships, etc.) – Update sponsorship document, track money earned, email, phone call/s, reporting, etc.
- VIP Hospitality Tent Ticket Coordination in conjunction with VIP Hosp. Tent Team. Oversee planning, coordination, and set-up. Oversee tent sponsor who decorates the

entire tent with their volunteers. – Mountain Hardware and Sports donates all decorations and a few volunteers.

- Outreach to ski resorts for possible use of shuttles to bring people to the event from certain locations to lessen people in individual cars.
- Coordination of specific volunteers to assist day of event, for example, Big Brothers Big Sisters of Nevada County staffs the Information Booth. Initial contact to confirm participation, training, offer co-marketing assistance to enhance their efforts with special raffles etc. around the AS&FF.
- Prepare for and attend safety briefings, rehearsals, and volunteer nights to ensure volunteers are prepared along with the entire committee. Create volunteer documents outlining responsibilities, brief volunteers; meet them day of and be their point of conduct leading up to and during the event.
- Write content and performer list for announcer. Meet with AS&FF announcer to prepare him/her regarding consistent messaging in regards to the Airport District, and plugging names of sponsors throughout the event to fulfill their sponsorship benefits.
- Negotiate cost for Friday night performer gathering, etc. Plan and attend meetings to finalize contract with local dining establishment. For 2021, Fifty Fifty Brewery, past years at 1882.
- Website updates – gather updated content from performers, gather new images - downloading from performer sites, etc., video, etc. /ongoing updates throughout the year - images, video, content, logos, etc. Review media forms submitted from website, etc. Promote local vendors, sponsors, etc. on website.
- Manage all media follow-up and requests post event – interviews, images, money total for local youth, etc.
- Contract and manage event photographers/videographers. Gather final assets and forward to Airport marketing team for future use and for archiving.
- Write detailed monthly invoices to function as activity reports too.
- Prepare Recap Report each year that is presented to the Airport District Board of Directors at a monthly meeting with a break-out of money earned, money spent, event highlights, etc.

Donated Time:

Hang posters around town – Truckee and North Tahoe – 8 + hours.

Work the day of the event - Saturday from 6 a.m. to 5 p.m. + - includes setting up, breaking down Information Booth, managing various questions, assisting public/performers/sponsors with various needs, etc.

Present to service groups about the AS&FF – when applicable

Manage misc. calls, emails, social media posts, etc. with the public answering questions leading up to the event day, Saturday.

Attendance in seminars and performer negotiations at ICAS – 3 days of donated time. The year the AS&FF ERT won the Emergency Response award, a lot more donated time was put into that effort leading up to ICAS.

Attend local STEM fairs, Expos to recruit exhibitors – 5 hours.