

# WE

T H E W H O O P  
E X P E R I E N C E

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**HMG TAILGATE- November 11, 2023**  
**Three Hours Before Kickoff**  
**Presented to Deborah Barnes, Deanna Crawford, and**  
**Brian King**

Maya Ariss, Kate Darsey, Amy Del Bello, Mallory Greer,  
Dale Krum, Grace Noe, & Ashley Strong

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# COMPANY INFORMATION

## Business Card Sample:



## Mission Statement

Dedicated to creating new experiences in the surrounding Bryan, College Station community that are safe, friendly, and fun.

## Company Motto

To prepare, to want, to experience

## Inclusion Statement

We are a motivated group of people who are dedicated to turning your dreams into a reality. We strive to not only build your perfect event but to create an experience that will remain a lasting memory. We are proud to include everyone without exclusion of genders, races, nationalities or disabilities. We strongly believe experiences are for the public and are excited to learn and work with each unique client.

# MEET THE TEAM



**Mallory Greer**  
Team Lead



**Grace Noe**  
Team Lead



**Maya Ariss**  
Group Contributor | Vendors



**Kate Darsey**  
Group Contributor | Marketing



**Amy Del Bello**  
Group Contributor | Sponsorships & Risk Management



**Dale Krum**  
Group Contributor | Infrastructure & Programming



**Ashley Strong**  
Group Contributor | Site Evaluations

# CLIENT INTAKE FORM COMPLETED

## Client Contact Information

Name: Debbie Barnes  
Email Address: deborah.barnes@ag.tamu.edu  
Phone Number (cell): Text OK: No  
(work): 979-845-7324  
Preferred Contact: Work  
Department Address: 600 John Kimbrough  
City: College Station State: Texas Zip Code: 77840

## Event Specifications

Event Name: RPTS Tailgate Event Function: Networking  
For Whom: Current & Former RPTS Purpose: Networking & explaining new department name  
Date: Students and faculty Duration: 2 Hours  
November 11, 2023 Start time:  
End time:

## Location

Venue Address: Texas A&M Hotel Preselected?:  
Preferences(inside/outside/both): Inside  
Price charged: \$3,000  
Assets/amenities to venue: Indoor, buffet, restrooms, and proximity to Kyle Field  
Vision: Networking and clear communication with guests to allow for an enjoyable tailgate.

## Attendance

Max capacity: 95 people  
Desired capacity: 150 come and go (80 guests at a time)  
Target/expected audience: Overall, 150  
Personality of audience:  
1. Professional  
2. Family oriented  
3. Friendly gathering  
Age range: 7 years-60 years  
Restrictions:

## Event Objectives

Activities during the event: Photo booth, food, and Dr. King's speech  
Food during the event: Buffet style meal provided by hotel  
Atmosphere of the event: Upscale tailgate with comfortable conversation  
Purpose of attending the event for the audience: In order to meet and reconnect with RPTS Major students and Faculty  
Theme: Maroon, white, and gold travel and tourism  
Other evaluation areas:

## Budget

Expense Budget: \$5,000  
Insurance coverage:  
Main contact for budget information:

# CLIENT INTAKE FORM COMPLETED

## **Marketing**

Advertising/Promotions/PR: Kate Darsey

Social media:

Registration:

- Invitations 2. Response cards 3. Save the Dates

Materials

Printing/Postage:

Mailing list:

Social media login:

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## **Arrival**

Travel arrangements:

Bus transportation:

Parking: Gene Stallings Garage, University Center Garage, and West Campus Garage all \$12

Security:

Other:

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## **Atmosphere**

Decor: Balloon Arches, photo booth, floral centerpieces, and travel/tourism influences

AV equipment: Provided by hotel, projector, background music, speakers.

Seating arrangements: Tall boy tables

Food table arrangements: Buffet Table on bar

Sponsors:

---

## **Food**

Catering: Provided by hotel

Menu preferences:

Menu diet restrictions: Vegan, Gluten-Free, and Vegetarian

Beverage preferences: Coffee, water, and Ice Tea

Alcohol restrictions: Bar available for purchase of alcohol

Wait staff attire:

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## **Date completed:**

By whom: Mallory Greer

Client Signature:

# EVENT SITE EVALUATION

Inspection Conducted by: Mallory Greer Date: 4/13/2023

Venue Name and Address :

A&M Hotel and Conference Center 177 Joe Routt Blvd College Station, TX 77840

Contact Person: Katherine Davies Contact Phone Number: (979) 260-2309

Contact Email: kdavies@texasamhotelcc.com Available for: 11 / 11 / 2023

Square Feet: 53'11"x26'8" Price: \$3,000

Facility Features:

Screens, Tables, Speakers, Built in Buffet, and Outlets

Location: Texas A&M Hotel and Conference Center

Parking and Transportation: Gene Stallings Garage and University Center Garage

Vicinities: Kyle Field

Accessibility: Fully accessible, elevators, & wide door frames.

Property Description: Hotel and Conference center

Property Amenities: Bar, air conditioning, restrooms, and tables

Function Space:

Catering: Provided by hotel

Kitchens and prep space: Within the hotel

Equipment and Fees: N/A

Services: Wait Staff and Custodial

Personnel: Hotel Staff

Policies: Limited signage & no outside food or drink

Space Information: N/A

Risk Management: Slips, trips, and falls

Policies: N/A

Overall Benefits: Proximity to stadium, indoors, and food

Additional Notes:

# EVENT SITE TOOL KIT

## Event Site Tool Kit

- Pens
- Highlighters
- Sharpies
- Scissors
- Tape
  - Clear
  - Duck tape
  - Painters tape
  - Electric tape
- Mini tool kit
  - Hammer
  - Screwdriver
  - Zip ties
  - Nails
  - Measuring tape
  - Box cutter
  - Drills and drill bits
  - Tent tie downs
- All kinds of batteries
- Clipboards
- Walkie talkies
- Labels
- Thumb drive
- Chargers
- Extension cords
- First aid kit
  - Bandages
  - Antibiotic Ointment
  - Burn Gel Packets
  - Gauze Rolls
  - Sting Relief Wipes
- Cable ties
- Bungee cords
- Wagon/ Dolly

# EVENT SURVIVAL KIT

- Tech Support
  - Radios
  - Tablet
  - Power
    - Power strips
    - Extension cords
    - Extra batteries
- Sustenance
  - Water
  - Snacks
- Health
  - First aid kit
  - Medicine
- Supplies
  - Flashlight
  - Zip ties
  - Safety pins
  - Pens
  - Highlighters
  - Tape
    - Masking tape
    - Duck tape
    - Electrical tape
  - Rope
  - Paper
  - Clorox wipes
- Food
  - Ziploc bags
  - Trash bags
  - Napkins
  - Utensils
  - Paper Towels
  - Hand sanitizer
  - Toothpicks
- Tools
  - Toolbox
    - Hammer
    - Scissors
    - Pliers
    - Screwdriver
    - Screws
    - Wire Cutters

# INCIDENT REPORT FORM

Use this form to report accidents, injuries, medical situations, criminal activities, traffic incidents, or student behavior incidents. If possible, a report should be completed within 24 hours of the event.

Date of Report \_\_\_\_\_, 20\_\_\_\_\_

## **Person Involved**

Full Name: \_\_\_\_\_ Address: \_\_\_\_\_

Identification: Driver's License No. \_\_\_\_\_ Passport No. \_\_\_\_\_

Other \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

## **The Incident**

Date of the Incident: \_\_\_\_\_, 20\_\_\_\_\_ Time \_\_\_\_:\_\_\_\_ AM PM

Location: \_\_\_\_\_

Describe the Incident: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **Witnesses**

Were there witnesses to the incident (circle one) YES NO

If yes, enter the witnesses; name and contact info: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

# INCIDENT REPORT FORM

Use this form to report accidents, injuries, medical situations, criminal activities, traffic incidents, or student behavior incidents. If possible, a report should be completed within 24 hours of the event.

Date of Report \_\_\_\_\_, 20\_\_\_\_\_

## **Police/ Medical Services**

Police Notified?: (circle one) YES NO If yes, was a report filed YES NO

Was medical treatment provided?: (circle one) YES NO REFUSED

If yes, where was medical treatment provided?: ON SITE HOSPITAL

## **Person Filing Report**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

## **Group Use Only**

Report received by : \_\_\_\_\_ Date: \_\_\_\_\_, 20\_\_\_\_\_

Follow-up action taken: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# SUMMARY OF EVENT DECISIONS

## **Client Names and Titles**

Deborah Barnes Administrative Coordinator II  
Deanna Crawford Administrator II

## **Client Agency**

Texas A&M University Hospitality, Hotel Management and Tourism Department

## **Title of the Event**

HMGT Tailgate

## **Type of Event**

Networking Tailgate for former, prospective, and current students

## **Purpose of the Event**

Unveiling of the department's new name, and networking opportunities for students.

## **Event Genre**

Sports Events  
Social/Life-Cycle Events

## **Client's Vision for the Event**

An upscale tailgate that represents the department well as well as displays that though the name is changing, the department is still the same.

## **Date of event**

November 11, 2023

## **Event Venue**

Texas A&M Hotel and Conference Center

## **Intended Event Outcomes**

1. For both former and current HMGT major students at Texas A&M to attend the event.
2. For current and future sponsors to learn of the change in HMGT and see how this can benefit their organization.
3. To reveal and communicate to current and former students that though the department's name has changed, there is a way for them to be involved and help with the change.

## **Team Vision**

The Whoop Experience intends to have attendees of former and current HMGT students. Our vision is for an event that promotes networking and reveals positive change within the department.

# PROJECT PLANNING TIMELINE

**Key:** TL= Team Leads (Mallory Greer & Grace Noe) CL= Client (Debbie Barnes) DS= Dr. Sullins JV=Jake Vazquez AT= All Team MG= Mallory Greer KD= Kate Darsey

DATE/TIME	TASK	INITIAL/S
8/25/23	FIRST TEAM MEETING	AT
8/30/23	FIRST MEETING WITH CLIENT	TL/CL
9/13/23	MEETING WITH CLIENT	TL/CL
9/19/23	MEETING WITH VENUE	MG/CL
9/21/23	MEETING WITH CLIENT	MG/CL
10/4/23	MEETING WITH CLIENT ABOUT MENU AT VENUE	MG/CL
10/10/23	MARKETING EMAIL SENT AND POST	KD
10/25/23	YARD SIGNS PUT OUT	AT
10/26/23	MEETING WITH VENUE	TL
10/27/23	CONFIRM ALL VENDORS, RSVP'S, AND VOLUNTEERS	MG
10/30/23	MEETING WITH CLIENT	TL/CL
10/30/23	REMINDER INVITATION EMAIL	KD
10/30/23	REMINDER SOCIAL MEDIA POST AND EMAIL SENT OUT	MG
11/5/23	ALL LAST MINUTE LOGISTICS AND FINALIZATIONS MADE	AT
11/11/23	HMGH TAILGATE	AT/DS/CL/JV
DATE AFTER EVENT	POST EVENT WRAP UP	AT

# S.W.O.T. ANALYSIS

## STRENGTHS

- VENUE
- USE OF MATERIALS THAT BELONG TO THE HMGT DEPARTMENT
- RECURRING EVENT
- MANY UNIQUE IDEAS
- HAVING FORMER AND CURRENT STUDENTS ATTEND
- THE NEW DEPARTMENT NAME BEING UNVEILED

## WEAKNESSES

- DIFFICULTY PARKING
- ACCESSING PROPER CATERING

## OPPORTUNITIES

- ACCESS TO MANY VOLUNTEERS THROUGH HMGT CLASSES
- KNOWLEDGE OF THE PAST TAILGATES TO LEARN FROM
- PARTNERING WITH SPONSORS
- HOSTING AN EVENT CONNECTED TO TEXAS A&M

## THREATS

- ALCOHOL AT THE EVENT
- WEATHER AFFECTING ATTENDANCE
- ATTENDEES HAVING DIFFICULTY FINDING VENUE

# PRODUCTION SCHEDULE

**Contact:** Mallory Greer : (214) 972-6219 Grace Noe (281) 658-7577

Date	Time	Who	What	Where
11/11	4 hours before kickoff	Team Leads	Bringing warmers, decorations, and event toolkit to venue	Venue
11/11	4 hours before kickoff	Whoop Experience Team	Arrive on site to check-in, get and begin set up for event	Venue
11/11	3.5 hours before kickoff	Volunteers	Arrive, check-in, get information, assist in set up (decorations, linens on tables, centerpieces)	Venue
11/11	3.5 hour before kickoff	Vendors	Arrive on-site to deliver food and various rentals	Venue
11/11	30 minutes before event	Volunteers	Go to assigned posts and carry out given tasks	Venue
11/11	45 minutes into event	Dr. King	Dr. King will give a short announcement and speech thanking attendees	Venue
11/11	1 hour prior to kick off	Whoop Experience Team	Team leads will announce the time update and thank guests for attending. Team will assist guests and answer any questions.	Venue
11/11	30 minutes before kickoff	Vendors	Begin to clean up food and strike event	Venue
11/11	30 minutes after event has ended	Team and Volunteers	Pack up all decorations	Venue
11/11	1 hour after event end	Team Leads	Take all decorations back to AGLS and return anything borrowed	Venue /AGLS

# SAMPLE MENU



## M E N U

### M O R N I N G G A M E ( 1 1 : 0 0 A M )

FRUIT

MUFFINS

BAGELS

BREAKFAST TACOS

COFFEE/WATER

### M I D - D A Y G A M E ( 2 : 3 0 O R 3 : 0 0 P M )

CHARCUTERIE (SALAMI,  
CHEESE, CRACKERS,  
GRAPES, OLIVES, ETC.)  
WATER/LEMONADE/TEA

### N I G H T G A M E

BRISKET SLIDERS

FRIES

SALAD (DRESSING ON SIDE)  
WATER/LEMONADE/TEA

# SITE DESIGN PLAN

A&M HOTEL DESIGN: Venue Site Plan Three

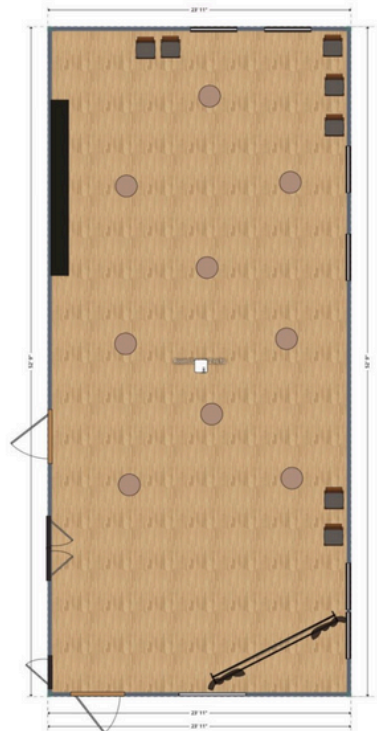
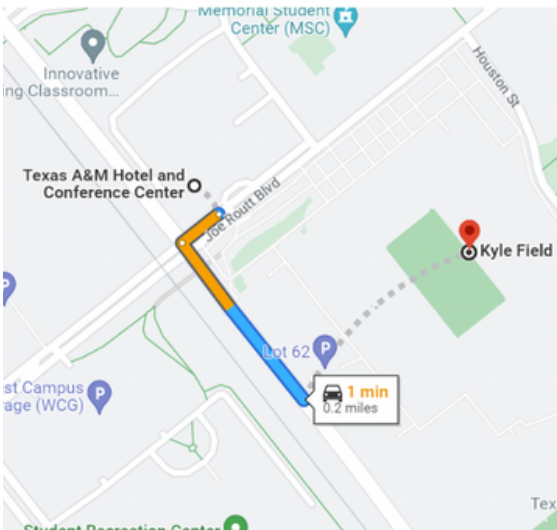
LOCATION: A&M Hotel

ADDRESS: 177 Joe Routt Blvd, College Station, Tx 77840



Map to Kyle Field

Design Plan



KEY

- Chair
- Bar (Food & drinks )
- Photo Booth
- Window
- Screen
- Exit
- Closet
- Hi-boy table
- Projector

Site Design Justification:

1. Block away from Kyle Field.
2. Beautiful view of Kyle Field.
3. Easy bus route to the location, stop at the ILCB building and walk to A&M hotel.

# THEMING AND DECOR

With a focus on the hospitality and hotel management side of the department, our tailgate will feature pieces that integrate the change subtly. All decor will be maroon, white, and gold.

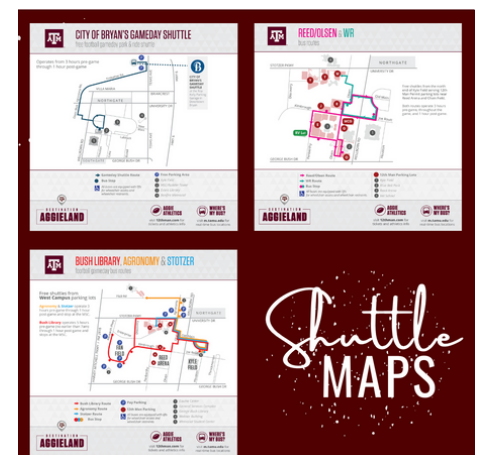
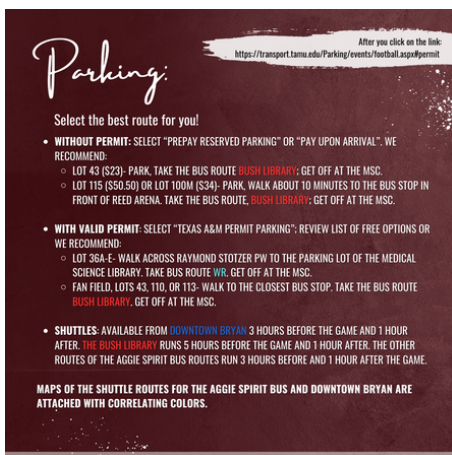
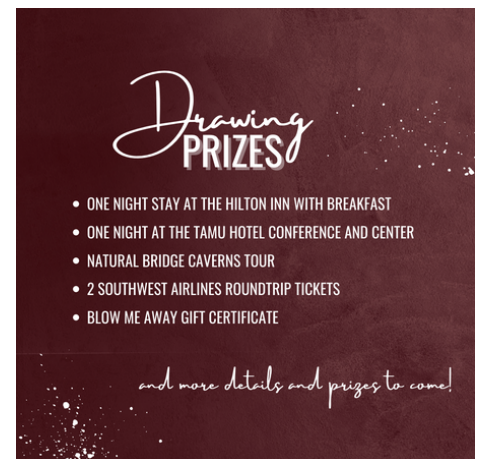
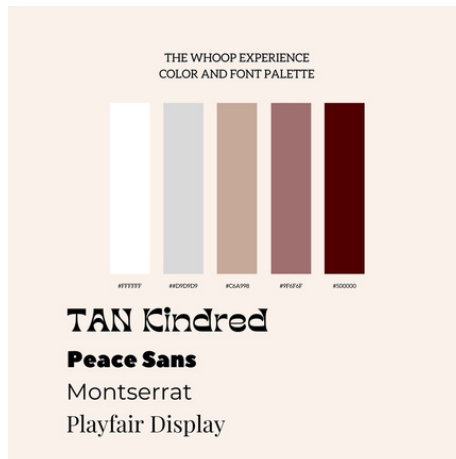


# ELEMENTS OF MARKETING

## Marketing Plans

- Target Audience
  - Our target audience is prospective students of the HMGT Major and increasing the guests attending TAMU.
- Current Audience
  - Former students, Faculty, and current students are our current and past audience which we are confident will be reached.
- Theme
  - Maroon, White, Gold, Tourism and Football
- Advertising mediums to be used
  - Flyers on campus
  - Social media posts and stories posted on HMGT Instagram and Facebook as well as each group member's social media
  - Sending information out to schools local and distant

## Marketing Examples



# EVENT DETAILS

## Marketing Timeline

- In Project Planning Timeline

## Brand guide for your event

- Fonts
  - TAN Pearl
  - Cormorant Garamond Me
  - Playfair Display
- Pantone Colors

## Seating Plans

- There will not be assigned seating as this is a social, come-and-go event. There will be some tables for seating but also standing tables to push socializing.

## Sounds

- Mainly speakers placed around the area
  - These speakers will be connected in a Spotify “group session” that will allow for multiple devices to play music simultaneously
- Dr. King will also say a few words to the attendees
  - The microphone will be provided by the venue
- Looking into having live music as well

## WOW Factors

- With the venue as the A&M hotel, a wow factor would be the balcony overlooking Kyle Field, this will allow attendees to take many photos
- Also having a volunteer facilitate a photo booth
  - Using a Nikon D40, SD Cards, Tripod, and Polaroids
  - Maroon Backdrop
  - Props created by the team (hospitality theme)

## Activities

- Engaging participants by the photo booth (active), tall boy tables to endorse networking (active), buffet line (active), access to the bar (active), speaker presentation (passive), music to listen to throughout the event (passive), and activities such as trivia on tall boy tables for guests to engage in (active)

## Playlist

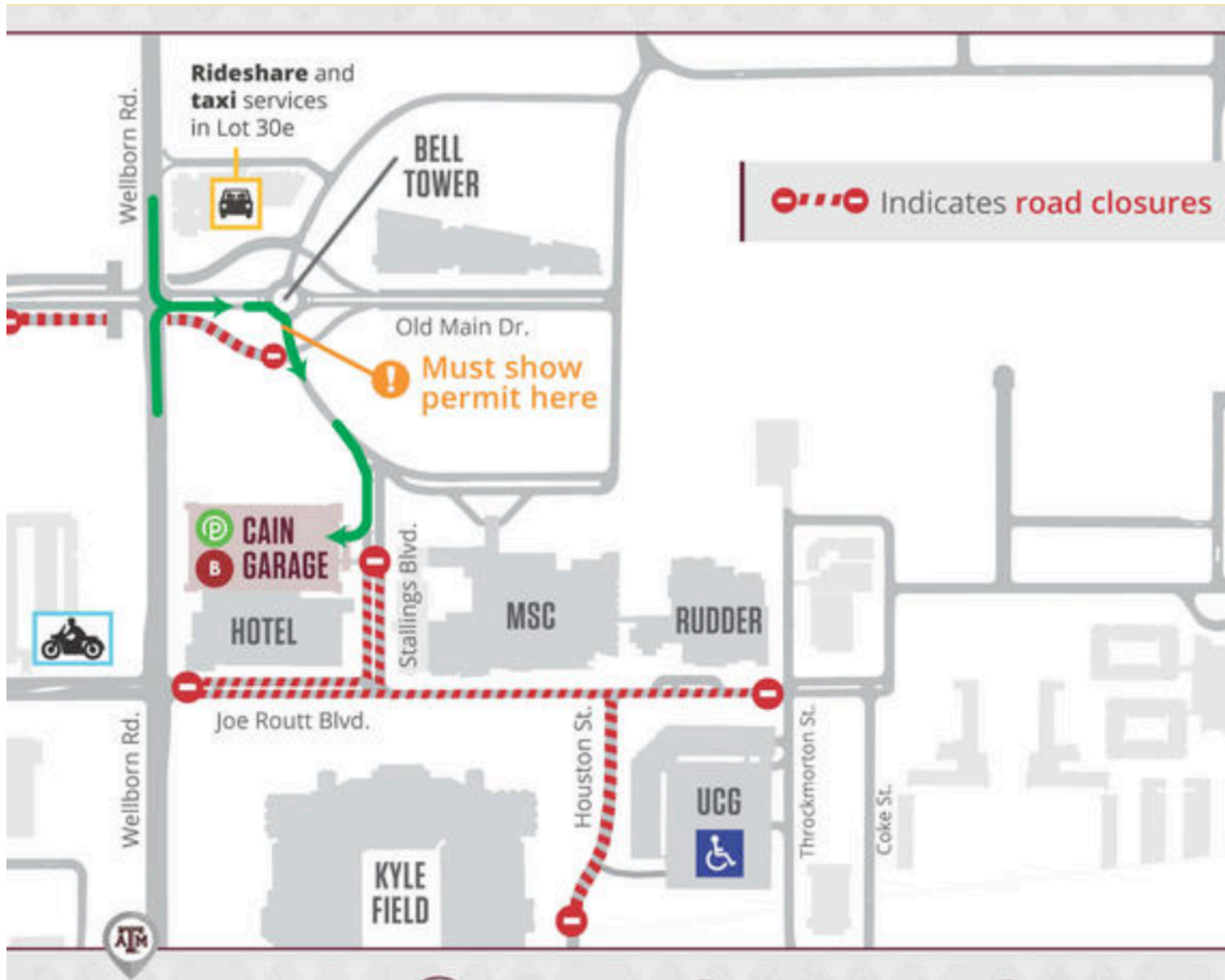
- <https://open.spotify.com/playlist/2XlWXSTD1AYi4MIhhKnqCU?si=e817763edec7456d>

# INFRASTRUCTURE

## Permits Needed

A Parking Permit is needed for anyone parking in an A&M garage or parking lot. This is a personal thing each individual must acquire.

## Parking Plan



## Waste Management, Electrical, Water, and Wifi

Texas A&M Hotel management ((888) 654-4436)  
BVR Waste & Recycling  
Gilmore Electrical Express

Bryan Water Services  
Frontier Wifi  
AT&T (password: Tailgate2023)

# SUSTAINABILITY



**Step 1:** Please review the entire checklist prior to beginning event planning.

**Step 2:** Complete the checklist to the best of your availability no later than two weeks from your event.

**Step 3:** Once you have completed the entire form, your score will be available at the bottom of the checklist.

**Step 4:** Return the check list and any additional information to sustainability@tamu.edu, subject: Sustainable Event Certification. A representative from the office will review your submission and reach out to you.

## PRIMARY CONTACT INFORMATION

Name: Mallory Greer Choose One:    
Department/Organization: Recreation, Parks, and Tourism Science Phone Number: (214) 972-6219  
Email Address: mallorygreer@tamu.edu

## SECONDARY CONTACT INFORMATION

Name: Grace Noe Choose One:    
Department/Organization: Recreation, Parks, and Tourism Science Phone Number: (281) 658-7577  
Email Address: grace.noe@tamu.edu

## EVENT INFORMATION

Event Name: RPTS Tailgate  
Date: Sept. 23 Time: 5:00 p.m. # of Attendees: 250  
Event Location: Lab Building On WEst Campus URL (if available): \_\_\_\_\_  
We would like to check out the Office of Sustainability Sustainable Event Toolkit:  Yes  No

# SUSTAINABILITY CONT.

Please check all of the items that apply to your event.

## PLANNING

- To get a more accurate headcount and minimize food waste, attendees must RSVP to the event.
- Dietary needs will be asked prior to the event and event team will ensure food labels are provided.
- There will be a plan for food leftovers (compost, donation, packed and taken to eat later).
- Dates and slogans will not be printed on banners, signs, and posters for recurring events.
- The event will be recorded and made publicly available for those unable to attend.
- The event will include a local presenter that presents on campus, local topics, city, or county initiatives, etc.
- If the presenter is not local, they will present virtually to minimize emissions and costs.
- The event team set zero waste goals for the event.

Points Earned: 3 Points Available: 8

## PROMOTION

- All promotion for the event will be done digitally / paperless.
- Social media or campus emails will be primary source of promotion.
- Using paper handouts for promotion will be minimized.
- If paper promotion occurs, scrap or reused paper will be utilized.
- If paper promotion occurs, it will be made of at least 30% recycling content.
- The event team will print multiple flyers on one sheet of paper over full page flyers.
- The team advertises using reusable sandwich boards and/or yard signs.
- The team advertises using reusable bus ads.

Points Earned: 3 Points Available: 8

## FOOD AND PURCHASING

- Vegetarian and/or vegan food options will be available if the event will have food.
- Local vendors will be used for catering (See Local Vendors: Food).
- To minimize packaging, food will be served buffet style.
- Fair Trade certified snacks and beverages will be served. [Learn more about Fair Trade here.](#)
- The food options will not include beef.
- Food cultures from different regions will be celebrated and served.
- Produce served will be local and in season.
- Earth friendly, bio-degradable cleaning products will be used.
- Sustainable centerpieces will be used and/or natural décor will be used.
- Sustainable centerpieces will be raffled off or given away so not to end up in landfill.
- Floral or plant arrangements will be locally sourced and in season (see Local Vendors: Floral).
- Décor will be reusable when possible and saved for future events.
- Any event giveaways will promote sustainable practices.
- Necessary items (chairs, tables, etc.) will be borrowed from campus partners and university departments or rented before purchasing new supplies.
- Items that need to be purchased will be done so locally when possible.
- Any thank you notes will be electronic. Any thank you gifts will be sustainable or consumable.
- T-shirts will be made from recycled materials or organic cotton and/or purchased from Historically Underutilized Business (HUB) Vendors. [HUB Vendors can be found here.](#)

Points Earned: 8 Points Available: 17

# SUSTAINABILITY CONT.

Please check all of the items that apply to your event.

## WASTE REDUCTION

- Landfill and recycling bins will be provided to minimize the amount of waste going to a landfill.
- Signs for recycling will be placed around the event and bins will be labeled (See Recycling Signs).
- Food will be served that does not require dining ware or utensils.
- If food is served that requires dining ware, reusable dining ware or utensils will be utilized.
- The event will use reusable napkins or no napkins at all.
- The event will use pitchers or water coolers for drinks, the event will not purchase single use plastic bottles.
- Attendees will be encouraged to bring their own reusable mug/cup/bottle.
- The event will have reusable tablecloths.
- The event will provide a compost bin and dispose of waste properly.
- The event will eliminate individually wrapped condiments, sugar, salt, pepper, creamer, etc.
- The event will eliminate plastic coffee stirrers, straws, single use lids, etc.
- 100% biodegradable garbage bags will be used to collect waste and will be disposed of properly.
- Reusable name badges will be used and collected at the end of the event.

Points Earned: 7 Points Available: 13

## TRANSPORTATION AND LOCATION

- The event will be held completely virtually or have a virtual option.
- Event will be held on campus to minimize transportation emissions.
- Event will be held in a sustainable building (See Sustainable Buildings).
- Alternative travel options will be available and information will be shared prior to the event.
- Carpooling and use of alternative transportation will be encouraged.
- If the event will be held off campus, it is held at a location convenient for public transportation, biking, or walking. Learn more about Brazos Transit District here.
- If hotel accommodations are required, guests will be encouraged to stay in a central area so that alternative modes of transportation and carpooling can be used.
- If hotel accommodations are required, guests will be encouraged to reuse towels, unplug personal electronics when not in use, adjust room temperatures while gone, bring their own toiletries in refillable bottles, etc.

Points Earned: 2 Points Available: 8

## SOCIAL SUSTAINABILITY

- The event will be focused on environmental, multicultural, and or equity related topics.
- Attendees will be encouraged to donate to a non-profit or community organization at the event. (e.g. canned food drive, clothing drive, monetary donation, etc.) (See Community Organizations)
- A land acknowledgment will open the event. A sample land acknowledgement can be found here.
- A physical activity to encourage attendees to move for better health will be included.
- The event will be wheelchair/ADA accessible.
- Communications for the event will be available in different languages.
- The event will raise awareness through speakers or panels on prominent social issues.
- Organizations and departments such as Aggie Allies, Green Dot, LGBTQ+ Pride Center, Women's Resource Center, etc. will be partners of the event.

Points Earned: 1 Points Available: 8

Total Points Earned: 24 Points Available: 62

# SUSTAINABILITY CONT.

Please check all of the items that apply to your event.

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- The event will have reusable tablecloths.
- The event will provide a compost bin and dispose of waste properly.
- The event will eliminate individually wrapped condiments, sugar, salt, pepper, creamer, etc.
- The event will eliminate plastic coffee stirrers, straws, single use lids, etc.
- 100% biodegradable garbage bags will be used to collect waste and will be disposed of properly.
- Reusable name badges will be used and collected at the end of the event.

Points Earned: 7 Points Available: 13

## TRANSPORTATION AND LOCATION

- The event will be held completely virtually or have a virtual option.
- Event will be held on campus to minimize transportation emissions.
- Event will be held in a sustainable building (See Sustainable Buildings).
- Alternative travel options will be available and information will be shared prior to the event.
- Carpooling and use of alternative transportation will be encouraged.
- If the event will be held off campus, it is held at a location convenient for public transportation, biking, or walking. Learn more about Brazos Transit District here.
- If hotel accommodations are required, guests will be encouraged to stay in a central area so that alternative modes of transportation and carpooling can be used.
- If hotel accommodations are required, guests will be encouraged to reuse towels, unplug personal electronics when not in use, adjust room temperatures while gone, bring their own toiletries in refillable bottles, etc.

Points Earned: 2 Points Available: 8

## SOCIAL SUSTAINABILITY

- The event will be focused on environmental, multicultural, and or equity related topics.
- Attendees will be encouraged to donate to a non-profit or community organization at the event. (e.g. canned food drive, clothing drive, monetary donation, etc.) (See Community Organizations)
- A land acknowledgment will open the event. A sample land acknowledgement can be found here.
- A physical activity to encourage attendees to move for better health will be included.
- The event will be wheelchair/ADA accessible.
- Communications for the event will be available in different languages.
- The event will raise awareness through speakers or panels on prominent social issues.
- Organizations and departments such as Aggie Allies, Green Dot, LGBTQ+ Pride Center, Women's Resource Center, etc. will be partners of the event.

Points Earned: 1 Points Available: 8

Total Points Earned: 24 Points Available: 62

# PERSONNEL/STAFFING/VOLUNTEERS

## Before Event

- Set up crew- approximately 8 people
- Getting food (if it is for pick up and not catered) OR getting food (if it is for catering and not pick up (coordinating with the caterer and truck to get them near the venue during game day traffic))
  - 2 people
- Setting up food-
  - 2 people
- Putting up decorations, tablecloths, silverware, music, etc
  - 2 people
- Any heavy lifting, moving furniture, if the food is heavy
  - 2 people

## During Event

- Service crew approx 8 people
  - Directing people where to go at the front of the rec/ maybe standing near a sign for parking
    - 2 people
  - Directing people where the food and drinks are/ answering any questions from guests
    - 2 people
  - Serving food (maybe also collecting tickets if that is what we decide to use for controlling how much food people take)
    - 2 people
  - Clean up crew/ restock crew during the event (always watching trash and taking it out if it is full, cleaning up people's trash, restocking food/ drink/ napkins/ silverware/ etc. if it is low)
    - 2 people

## After event

- Clean up approx 8 people
  - Taking out the trash, cleaning up after guests
    - 2 people
  - Sweeping, cleaning off surfaces, etc.
    - 2 people
  - Compiling any extra or leftover food/ drink/ napkins/ silverware
    - 2 people
  - Taking down decorations and putting moved furniture back into its original location
    - 2 people

# PERSONNEL/STAFFING/VOLUNTEERS

## Personnel/Staffing/Volunteers Continued

- Taking down decorations and putting moved furniture back into its original location
  - 2 people

## Will you need more or fewer people at different times of the event?

- Yes if there is a time at the beginning or at the very end of the tailgate where there are not as many people present there will not be a need for as many staffers on guard

## Do they need to have certain skills and abilities to work in certain capacities at your event?

- Maybe some heavy lifting, if we need to move around furniture and the catering, might be heavy (if we decide to pick up food)

## All staffing assignments and related responsibilities

- Same as listed under start to finish

## Volunteer training schedule and materials (The actual documents or slides they will be provided to give them the information they need to be successful)

- Will be provided sooner to the event date

## Volunteer instructions

- Volunteers will arrive at the venue at their start time stated on SignUpGenius. Volunteers will report to Grace Noe and Mallory Greer in order to complete tasks. Volunteers will complete their task listed on SingUpGenius, then email any forms to [mallorygreer@tamu.edu](mailto:mallorygreer@tamu.edu)

## Volunteer Appreciation

- Leftover food, Gift card raffle, and cookies

## Volunteer registration materials and timeline

- Will be provided sooner to the event date

## Photos of appropriate volunteer attire (Photos of your staff attire are also helpful)

- Volunteers and Staff attire should be all black- black trousers and a nice black shirt (different colored shoes are acceptable) (not leggings or shorts)

# PERSONNEL/STAFFING/VOLUNTEERS

## Further Questions for Volunteering

- Will you need more or fewer people at different times of the event?
  - Yes if there is a time at the beginning or at the very end of the tailgate when there aren't as many people present there won't be a need for as many staffers on guard
- All staffing assignments and related responsibilities
  - Same as listed under start to finish
- Volunteer training schedule and materials (The actual documents or slides they will be provided to give them the information they need to be successful)
  - Will be provided sooner to the event date
- Volunteer instructions
  - Will be provided sooner to the event date
- Volunteer Appreciation
  - Any leftover food after all of the guests have eaten can go to volunteers
- Volunteer registration materials and timeline
  - Signup Genius
- Photos of appropriate volunteer attire (Photos of your staff attire is also helpful)
  - Volunteers and Staff attire should be all black- black trousers and a nice black shirt (different colored shoes are acceptable) (not leggings or shorts)



# RISK MANAGEMENT

## Physical

1. Fainting
  - a. Unlikely and somewhat unacceptable
    - i. Have EMS readily available for these instances
2. Tripping/ slipping
  - a. Somewhat likely and somewhat unacceptable
    - i. Have EMS available and have a plan for rain.

## Repetitional

1. Drunk attendee
  - a. Extremely likely and somewhat unacceptable
    - i. See emergency action plan- inappropriate behavior below
2. Technical difficulties
  - a. Unlikely and unacceptable
    - i. Have backup speakers, chargers, microphones, and technicians at the event

## Emotional

1. Rain cancelation
  - a. Likely and acceptable
    - i. Processed with cancellation plan
2. Bomb Threat
  - a. Unlikely and highly unacceptable
    - i. Have UPD connected to CSPD and SWOT in case threats are made.

## Financial

1. Sponsors backing out.
  - a. Somewhat unlikely and somewhat acceptable
    - i. Seek enough sponsors prior to have minimal impact if one does have to back out.
2. University financial crisis freezing all money
  - a. Unlikely and somewhat acceptable
    - i. This will lead to the tailgate being postponed to a later game or canceled as a whole.

## Facilities

1. Weather/ Lighting
  - a. Somewhat likely and unacceptable
    - i. Follow inclement weather procedures under the Emergency Action Plan
2. Dirty/Smelly bathrooms
  - a. Unlikely and somewhat acceptable
    - i. Assure that bathrooms are clean prior to the event start time.

# RISK MANAGEMENT

## Emergency Action Plan

Below is the Emergency Action Plan for the HMGT Tailgate. In addition, Event Staff will have walkie talkies in order to efficiently communicate information and take proper actions.

Designated Spokesperson:  
Mallory Greer- Team Lead  
Grace Noe- Team Lead

## Inclement Weather

Prior to the HMGT Tailgate at (add location when finalized), a meeting by the event staff will be held in the AGLS building at (2 hours before event time). If there is heavy rain predicted for the start time then we will continue monitoring for an additional 30 minutes. At that time we will decide if our additional activities will continue as planned or will be moved indoors for the safety of the attendees.

Consequently, another meeting will be held at the HMGT Tailgate location at the same time. Attendees will include UPD, Event Management Company Rep., any caterer rep (by phone if necessary).

The representatives will review the radar to determine the existence/potential of severe weather in the area, which could affect the local area during the tailgate.

- If the radar is clean and no potential for severe weather exists, proceed with the start time of the tailgate. Notify all reps if not present or on the phone during the meetings
- If severe weather is in the area of is a distinct possibility:
- A follow up meeting/ continual monitoring will occur at/until game time with a review of the possibility of pushing start time back or if the tailgate needs to be moved inside.
  - Notify any officers or caterers about location change
  - Notify all guest about location/time change if need
- If the need to cancel HMGT Tailgate is necessary, a joint decision will be made by the UPD and WE representatives with input from the team leads.
- If the possibility of severe weather exists, but is not eminent, the tailgate will start at the regularly scheduled time. Regular monitoring of radar will continue by the WE and UPD representatives. Should weather conditions warrant, notice to cancel or expedite the tailgate should be relayed to the attendees by the WE team through either the team leads or another team member should include information available regarding the approaching weather system.

The information relayed to the attendees by the WE team should include a statement similar to the following:

- “According to the radar, severe weather is approaching the area. Please evacuate and move to the indoor location.” or “According to the radar severe weather appears to be approaching our area. Representatives are continuing to monitor the conditions. If may be necessary to conduct an abbreviated tailgate.”
- The announcement from the WE team should also include a statement that id attendees are unable to get to their intended shelter (resident hall, apartment, or vehicle) or the closet indoor location within a short period of time that the university center and west campus garages are open and all attendees can take shelter in these area.

Should conditions warrant, the WE team should get an email composed and sent to all attendees with information regarding the need to delay, move, or cancel the tailgate. UPD will contact Marketing and communications should this be necessary.

# RISK MANAGEMENT

## **Inappropriate Behavior and Misconduct by Audience**

Inappropriate behavior and misconduct can be defined as anything that represents the event and HMGT in a negative light. Inappropriate behavior and misconduct can include, but are not limited to, one or a combination of the following:

**Stage 1:** These behaviors are more likely to happen but can be controlled with proper notification so that they do not escalate

Foul language

Inappropriate gestures

Disrespecting any student, university official, and/ or personnel and any others that are involved with the event.

**Stage 2:** These behaviors may not be as likely to happen but they can happen and can escalate quickly.

Consuming alcohol or showing up intoxicated

Possession or consumption of illegal drugs

Vandalism of campus property

Physical violence

Suspicious activity/ behaviors from anyone (this event is an open event, so non-students may choose to attend)

Inappropriate behavior and misconduct will simply not be tolerated at this event. In the event that it does occur, the following steps will be followed:

For stage 1 behaviors, the support staff and University officials will notify the advisors. This will also be communicated to UPD by the advisor. The person(s) involved will be asked by the UPD to cease the behavior. If the behavior persists, they will be asked to leave by the UPD/Advisor and escorted out by support staff members. If they refuse to leave, they will be escorted out by UPD.

For stage 2 behaviors, the support staff will notify the advisor. The person(s) involved will be immediately asked to leave by UPD and will be escorted out by UPD.

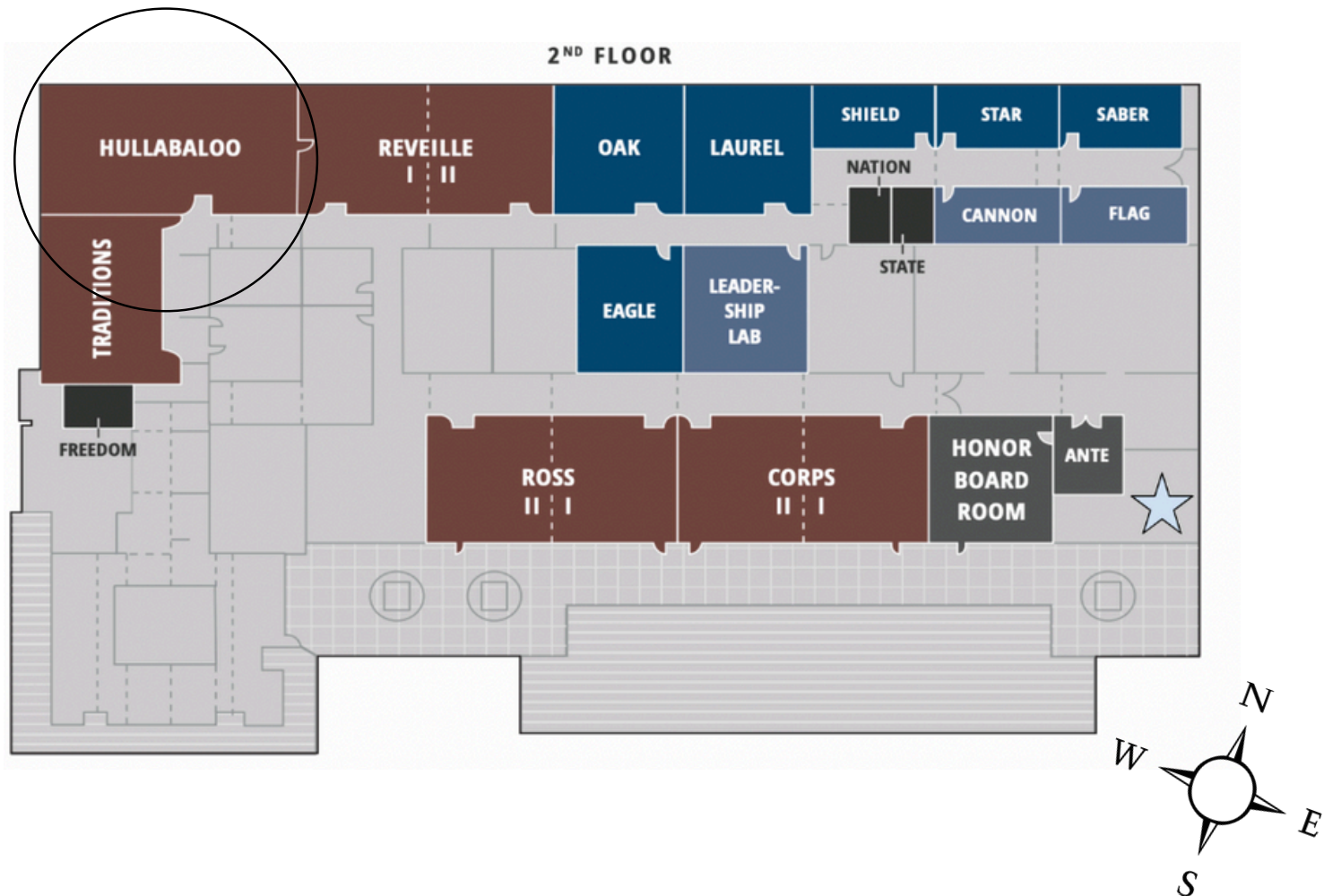
### **Incident report forms**

The team member or team lead that is informed about the injury will be the one to fill this form out. This form will be filled out when the injury happens and a team member becomes aware of the incident. The follow up will be done by the team leads when the injured visits the doctor or after he/she is out of the hospital if the injury was serious.

# EVACUATION PLAN

## Evacuation Plan

Star = Stairs down to the lobby where guests can exit to Joe Routt BLVD  
Our evacuation plan is to make sure all guests are out of the room and evacuating before any team member evacuates. If any guest needs assistance we will also assist with that.



# EVACUATION PLAN

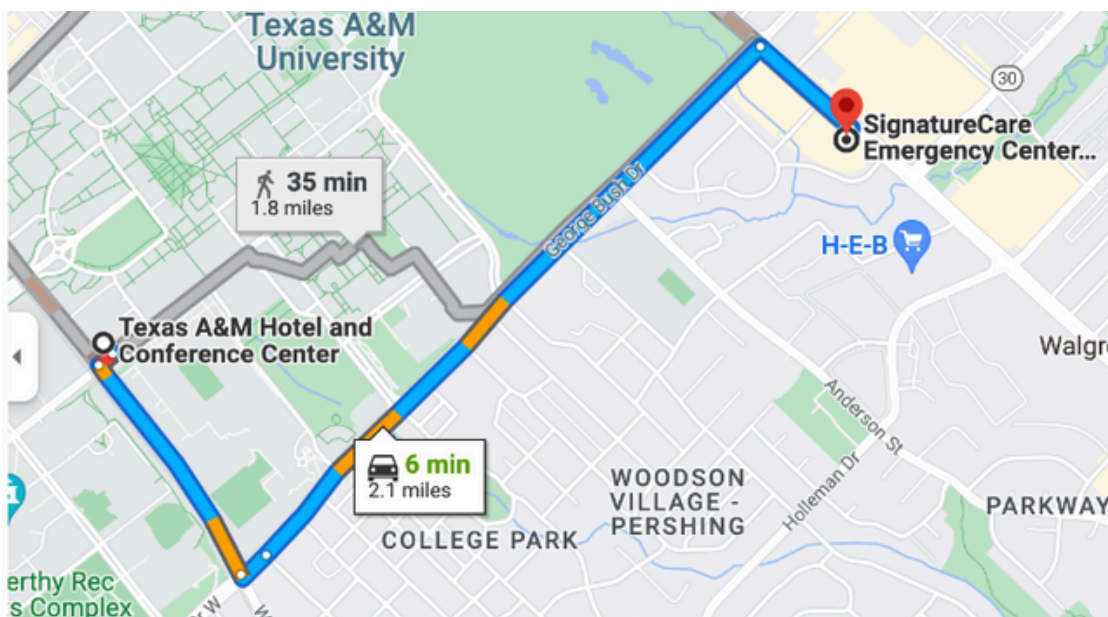
## Emergency Plan

Any first responders can park out front of the hotel off of Joe Routt Blvd and Wellborn Road. With game days there would be more foot traffic and traffic in general but that would be the best and easiest way to access the hotel.



## Emergency Plan

Quickest route to the nearest emergency room



# RISK MANAGEMENT

## **Injury**

In the event that an injury occurs, the attendee will be escorted by a member of Support Staff/UPD to the onsite medics within the hotel. A basic first aid kit will be present at the event.

In the event of a serious injury, the Advisor or support Staff should be instructed to call 911 and contact the onsite medics.

## **Special Accommodations**

In the event that someone requests special accommodations, we are willing to provide them with assistance. Wheelchair access will be available by the corner of the building.

## **Emergency Phone Numbers**

University PD Representative:

Security representatives:

Client:

Event Company Representative:

Caterer Company Representative:

## **Insurance**

We would use “Special event insurance” This is a policy that helps protect your investment in a specific event. Event insurance may help your costs if you unexpectedly need to cancel your event or if you’re found responsible for property damage or an injury is caused during your event. The cost of this insurance would be about \$239.00 which would cover cancellation (\$7500), extra expenses (\$1,875), photographs and video (\$1,000), gifts (\$1,000), special attire (\$1,000), and loss of deposit (\$1,000). Also covers liability coverage which includes general aggregate (\$500,000), each occurrence (\$500,000), and property damage. This plan is from Allstate.

# SPONSORSHIPS

- The recruitment plan mirrors how we select appropriate event partners. These steps when developing a sponsorship recruitment plan include the following: analyzing needs and resources, determining selection criteria, and soliciting bids/ proposals.
- The plan is to look into past similar events, gather sponsor contact and purpose information, and hold an initial meeting for partnership viability evaluation. From there, the event managers will analyze and synthesize information to develop a sponsorship package and their details, further contact with the potential sponsors will be coordinated as seen fit for the event. The finalization of sponsorship packages and funds should be made at least 2 weeks before the event.

## Potential sponsors

1. Association of Former Students
2. HEB
3. Aggieland Outfitters
4. Visit College Station
5. Destination Bryan
6. MSC
7. Brookshire Brothers
8. Marriott
9. A&M Hotel and Conference Center

To: Potential Sponsor

From: The Whoop Experience, College Station, TX

Subject: Sponsorship Inquiry

Date: March 15, 2023

Howdy,

We are reaching out to ask if you would be interested in setting up a phone call about a sponsorship opportunity. Our team is organizing a tailgate for the HMGT department at Texas A&M University this fall. This event will bring in prospective students, current students, former students, and staff/faculty. We believe you would be a great fit for this event based on your company values and community involvement. Sponsorship opportunities entail purchasing a sign at our tailgate for \$250, individual items such as labels on water bottles for \$125, or donating at your own discretion. If you are interested in moving forward in the donation process we'd love to have you! Feel free to reach out with any

Best,  
The Whoop Experience

Thank  
You

Your generous contribution helped us celebrate the RPTS Department. This will help support our students. Thank you for all your support!

*The Whoop Experience*

# SPONSORSHIPS

## Packages



### **Bronze- \$150**

Logo in invitations and marketing pieces posted on social media

### **Silver- \$300**

Mention of the company on the banner and logo on invitations



### **Gold- \$500**

Special mention of the company at opening speeches & Logo on banners & logo on invitations



# SPONSORSHIPS

## **Our Generous Sponsors**

- Natural Bridge Caverns-2 ticket package (in the mail)
- Destination Bryan-
- Visit College Station-in-kind Gold Sponsorship
- Hilton Hotel- 1-night stay with breakfast
- Texas A&M hotel-1 night stay
- Brazos Valley Museum-
- Marriott-
- BJ Hendler-\$400 Gold
- Southwest Airlines-2 round trip tickets Gold
- Hunter Goodwin-\$400 Gold
- “Blow me away” Balloons-\$100 value certificate

# REGISTRATION

## RSVP

We will be utilizing an online form for registration  
<https://bj8x872xd89.typeform.com/to/ExCmDn9d>

# HOWDY!

PLEASE FILL OUT THIS FORM TO JOIN US AT THE RPTS TAILGATE ON \_\_\_\_\_

**CLICK TO CONTINUE**

press Enter ↵

⌚ TAKES 45 SEC

1 → **LET'S START WITH YOUR FIRST AND LAST NAME.**

TYPE YOUR ANSWER HERE...

**OK** ✓

press Enter ↵

2 → **DO YOU HAVE ANY DIETARY RESTRICTIONS \***

TYPE YOUR ANSWER HERE...

**OK** ✓

press Enter ↵

3 → **WHAT EMAIL ADDRESS CAN WE REACH YOU AT? THIS IS ONLY TO GET IN TOUCH, NOT TO SEND SPAM. \***

NAME@EXAMPLE.COM

**OK** ✓

press Enter ↵

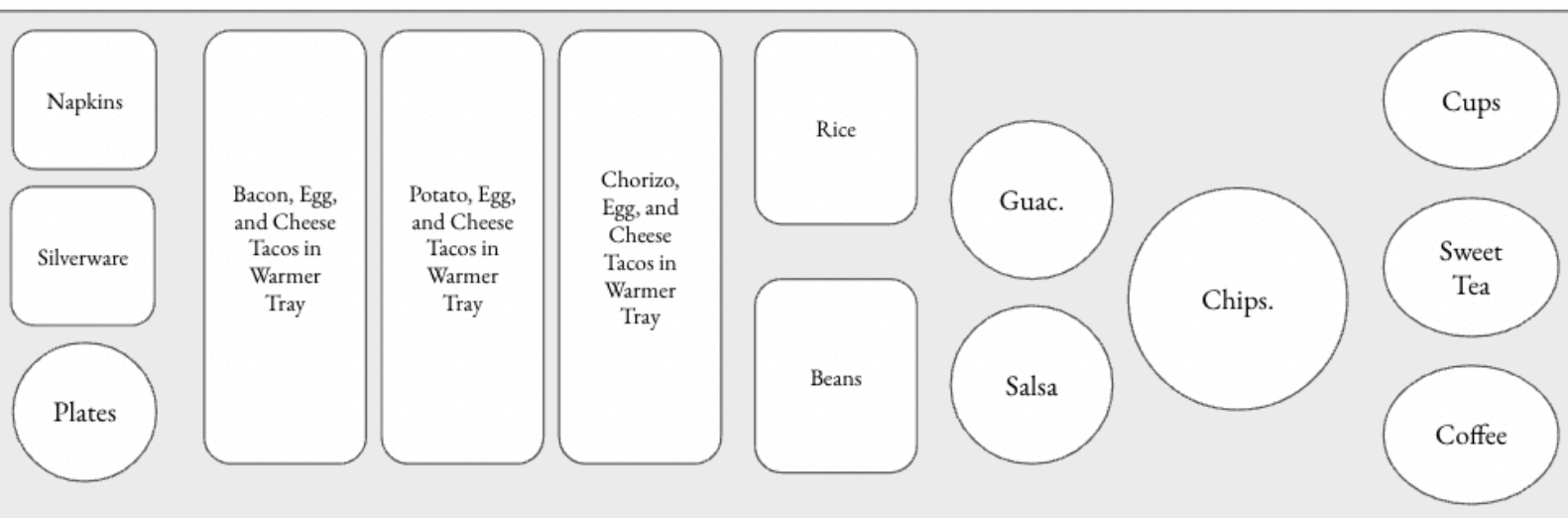
# FOOD AND BEVERAGE

## Food and Beverage

- Vendor
  - A&M Hotel Catering (For A&M Hotel and Conference Center)
- Food Safety
  - Team members assisting in serving food will have their food handlers license
- Service Type
  - Buffet style with portion control by Hotel Staff

## Layout

### Table



## Functional Needs of Food Service

The guests attending the HMGT Tailgate are those who need to be fed. As an incentive to attend the tailgate and as a norm for A&M tailgates, the guests must be fed. They must be fed food that is simple to walk with and easy to eat in order to engage in networking. Finally, attendees must be fed throughout the duration of the tailgate, as it is buffet style within the venue.

# BUDGET AND BALANCE

Expense Codes	Line Items	Planned Amount	Actual Amount	Difference	Notes
Waste Management	Trash Removal	0	0	0	Provided by Hotel
Supplies	First Aid Kit	15	20		ordered on amazon
	Emergency waters	5	4.96	0.04	
	Sound System	0	0		provided by Hotel
Rentals	Tablecloths	0			
	Tables	0	0	0	Provided by Hotel
Food and Bev	Catering	1,500	3,000		
	Napkins	0			Provided by Hotel
	China	0			Provided by Hotel
	To go boxes	?			
	Flateware	0			Provided by Hotel
Paper Products	Decorations	25			
	Direction Signs	75			Throughout Hotel
	Information Signs	50			For around AGLS
	Yard signs	60			
	Flyers	0	95		
Staff	Servers	0	0		Included with hotel
	Volunteers	0	0		
	Staff (Whoop Experience)	0	0		
Gifts	Towel Giveaway				
	Gift Card	10			
	Left over food?	0			Provided by caterer
Contingency Fund		500	501	1	
Insurance	The event helper.com	127			
Venue	Hotel	2,000	0	1,000	
	Sponsorships	Planned	Actual	Difference	Notes
<b>TOTALS</b>		<b>1,500</b>	<b>4367</b>	<b>3620.96</b>	<b>786.04</b>

# FINANCES

## Appreciation

We will be hosting a drawing with the items that have been graciously donated by our sponsors. This will be using the online registration as well as registration when signing in at the door.

## Links

### Presentation:

[https://www.canva.com/design/DAFfWNHMmOw/fQJhPlK7cLEIOrC3T65u2g/edit?utm\\_content=DAFfWNHMmOw&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFfWNHMmOw/fQJhPlK7cLEIOrC3T65u2g/edit?utm_content=DAFfWNHMmOw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

Pinterest Board: <https://www.pinterest.com/gracenoe31/HMGT-tailgate/>

Spotify Playlist: <https://open.spotify.com/playlist/2GQG4xfGfAvngHjTwW4IWJ?si=5ecoc6580e494d2b>

## Client Follow up Email

Howdy!

Here is all of the pertinent information for the RPTS Tailgate done by the Whoop Experience Team. We would love to answer any questions and help in any way possible, and hopefully this format sets us up for success. We used a Shared Google Drive in order to share and access all information pertaining to the Tailgate Proposal. We would be happy to share this drive with you as well as long as we have the right email provided. This will give access to all documents and information the team used. We also formatted and designed our proposal through Canva and that link will be provided below as well. We look forward to working more with your in the fall, and again, let us know if you have any questions!

[Playbook Presentation](#)

[Playbook](#)

[Pinterest Board](#)

[Spotify Playlist](#)

Blessings,

Mallory Greer and Grace Noe

The Whoop Experience Team Lead

RPTS Tailgate 2023

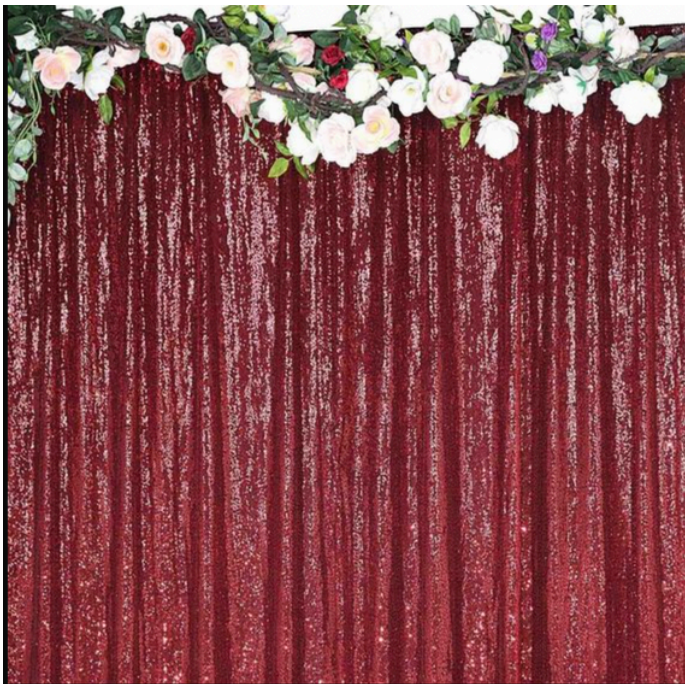
# SPECIAL EFFECTS

## Sounds

- Using the speaker system connected within the room
- Dr. King will also say a few words to the attendees
  - The microphone will be provided by the venue
- Looking into having live music as well

## WOW Factors

- Using the Hotel to impress guests as well as emphasize the importance of hospitality to the department
- Also having a volunteer facilitate a photo booth
  - Using a Nikon D40, SD Cards, Tripod
  - Maroon Backdrop with Balloon Garland as well as a HMGT light up sign
  - Props created by the team (hospitality theme)



# ACTIVITIES

## **Engaging the Participants**

Sight: View of Kyle Field from the windows and indoor decorations

Smell: Smell of food cooking, scent sticks (Volcano by Capri Blue) in the venue

Taste: Food prepared by caterers and various beverages

Feel: Cool temperature from being inside and comfort of the table

Sound: Themed music playing and hearing cheers from Kyle Field

**Spotify Playlist** <https://open.spotify.com/playlist/2GQG4xfGfAvngHjTwW4IWJ?si=6eef25464a6044c6>

**Take Away Item**: Drawing Prizes, HMGT Towels

## **Event Script**

Good (morning, afternoon, and evening), everyone! My name is Dr. King, and I am happy to welcome you all to this event! None of this would be possible without the support of all of you, so give yourselves a hand! As you know, Texas A&M is one of the only schools in Texas to have a degree in Hospitality, Hotel Management, and Tourism, and we have helped move students through this degree for decades. Now, however, it's time for a change. I am proud to announce that the degree program will remain the same, but we are announcing a name change for the program. [talk about the new name and what is new for the program Dr. King will use a portion of speech from the HMGT Banquet on April 19th, 2023]

# EVALUATION

## Questionnaire

- <https://forms.gle/ZAker5t457niY8qh7>

The incentive plan for completion of the tailgate questionnaire will be an entry into a drawing for an Amazon gift card.

The data will be collected and looked at from the perspective of those attending and how they felt about the event as a whole. Once the data is compiled, it can then be put into graphs to see the overall feelings and opinions of those who attended and what they enjoyed the most about the event, along with the things that can be improved upon in the future.

This data will be utilized for the following event the next year, or for any other tailgates and events that may be thrown throughout the year to better improve the quality of work that is being done.

Those who attended the event will receive this questionnaire via email! This will then help to keep tabs on how everyone felt about the event individually and as a group.

The screenshot displays a Google Forms questionnaire titled "RPTS Tailgate Evaluation Questionnaire". The form includes a header with the title and a user profile for "mallorygreer7@gmail.com". A red asterisk indicates required questions. The form is divided into several sections:

- Email \***: A text input field for the respondent's email address.
- How did you find out about the RPTS Tailgate? \***: A radio button selection with options: Word of mouth, Social media, On-Campus advertisement, Off-Campus advertisement, and Other.
- How often do you attend tailgates? \***: A radio button selection with options: Weekly, Monthly, Yearly, and Never.
- What was your first impression of the tailgate? \***: A 5-point Likert scale from "Low" to "High" with radio buttons for each point.
- Were your expectations met during the tailgate? \***: A 5-point Likert scale from "No" to "Yes" with radio buttons for each point.
- How easy was it to navigate to the location of the tailgate? \***: A 5-point Likert scale from "Hard" to "Easy" with radio buttons for each point.

# EVALUATION

## Questionnaire Continued

- <https://forms.gle/ZAKer5t457niY8qh7>

Did the workers assist whenever a question arose? \*

- Yes  
 No

Did the staff seem prepared and organized? \*

- Yes  
 No

Were the food and drinks provided adequate? \*

- 1 2 3 4 5  
Not so much      Extremely

Was it easy to obtain the food and drinks? \*

- 1 2 3 4 5  
Hard      Easy

Did you get to interact with others who are RPTS or future RPTS? \*

- Yes  
 No

Did the interactions help to make connections with others in RPTS? \*

- Yes  
 No

How satisfied were you with the event? \*

- 1 2 3 4 5  
Not so much      Extremely

Would you attend this event again in the future? \*

- Yes  
 No

Would you attend this event again in the future? \*

- Yes  
 No

Would you recommend this tailgate to others? \*

- Yes  
 No

Was there anything you wished was different at the tailgate?

Your answer

Submit

Clear form

# CONTINGENCY PLANS

## **Food Not Prepared on Time**

Although the food will be prepared by the A&M Hotel, we must be prepared that it might not be available at the beginning of the tailgate. The Whoop Experience Team will work as hard as possible to confirm the timing with the caterer as far in advance as possible. In the event that food is not available at the beginning of the tailgate, members of the Whoop Experience will open up the photo booth and walk around to engage in networking. If there is not available food for the first forty-five minutes, we will move up Dr. King's speech.

## **Financial Contingencies**

The Whoop Experience Team is building a cushion into our budget in order to ensure that there is room in the event that prices come in higher. As of now, the venue and food are rated at \$3,000. This allows \$2,000 for decorations and other preparations.

A detailed money in and out can be found in the expenses and revenue charts.

### **Money In**

- Budgeted Amount from Client
  - \$5,000
- Expected Sponsorships
  - \$750
- Expected In-Kind Donations
  - Room Compensation
  - HMGT Towels

### **Money Out**

- Each Vendor and cost
- Decorations
- Food and Venue Combined
  - \$3,000
- Contingency Fund
  - \$500

# Thank You!

## The Whoop Experience

