

The Event Fact Sheet

Event Fact Sheet Elements

Creating a fact sheet is an effective way to gather all your information into a document that will answer questions from the rental site, collaborators, sponsors, and vendors. The template below provides a wide array of options to include under the general titles. Depending on the event, not all elements are needed under each title. This is a guideline for how to gather information that will compile a fact sheet for consistent messaging.

General Information:

- Event Name
- Event Location
- Event Organizer
- Event Contact information - name, phone, email, address
- Social media links: Website, FB page, Instagram

When:

- When do you want to do this?
- What is the time frame?
- How often do you want to do this?

What:

- What are you doing? Concerts, food festivals, product launch, popup, etc.
- What will you do to promote that product are you doing other events at the event to complement the main focus of your event?

Who:

- Who are your vendors?
- Who is actually sponsoring this and paying for it?
- Who would provide the insurance certificate that names the City as additionally insured?
- Who would be responsible if there was an accident or a problem?
- Who is actually coming and cooking and do you have a standardized food unit certificate from the Kalamazoo County Health Department?
- Who will be on site cooking the food?
- Who will be cleaning up the site and how will you clean the site?
- What is your market of attendees

How:

- How many vendors will you have at the event?
- How will you promote this event?
- How will you implement it and with what team?
- How will you provide security and safety of the site and its use by your team and the event?
- How will you support the people coming to the event to make sure that they also treat the site with respect as you are using it and responsible for it?

Why:

- What do you hope to accomplish with this event?

Sponsorship Listing:

- Who are the major sponsors for this event?
- What are your sponsorship program levels?

Committee or Collaborators:

- Who are your planning committee members?
- What organizations are you working with to host this event?

Event Planning Timeline:

- What are the basic event elements and timing to assure your success for this event?