



2018 Event Management Plan

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I. Introduction & Event Description

The purpose of this paper is to introduce and explain the event management plan for the production of Spring Jam 2018. In terms of the “Road Map” for our paper we will start with an event description to lay out our event with the details in what the event is about and the basic information on what will take place. On top of that we will discuss transportation, parking, and our target market that we are trying to reach. After the description, we will transition into the budget for our event where we will break down the cost and expenditures looking at artist management, risk management, promotion, and staffing. Within this section we will also look at our projected revenue from the event. Following this we will discuss our marketing platform which will consist of word of mouth, social media, flyers, and street teams with Coffman Memorial Union will be serving as a platform for total promotion. Next we will look at the staffing and scheduling of volunteers, SUA employees, medical teams, police/security, etc. The event timeline will come next starting from Friday set up and ending with Sunday clean up. After this, we will then discuss risk management/crowd management strategies that will help to show how we plan to address potential issues with our anticipated 6,000 plus crowd. We wrap up with a post event recap to measure our success of the event and a conclusion to tie everything together.

Spring Jam, in its current modified structure, is a celebration that brings the University of Minnesota community together for an extravagant music festival experience. The event will take place on Saturday, April 24, 2018. We decided to do the event at the end of April because it would be a great way to welcome the warm weather. For the location of the event we would use Lot 37 which is located near Mariucci Hockey Arena. It is a nice open space and it allows for all activities to go on. In terms of the events going on there will be the musical performances, 3

Carnival rides and 2 fair like food stands. The carnival rides will consist of a giant slide, Ferris wheel, and bumper cars. For this event, we are targeting U of M students with the target age being 18 to 23 years old. Although our target market is U of M students we are also targeting surrounding colleges in the Minneapolis area to attend the event. In terms of transportation to the event there is the metro transit system, gopher chauffeur ride system, campus shuttles, and Uber. In terms of parking there is the 4th street ramp and the Maroon Lot that is located at TCF Bank.

II. Budget

A. Costs/Expenditures

The entire purpose behind this event is to provide an affordable, yet enjoyable experience for the students on campus. That being said, the financial goal overlying this event plan is to break even in order to preserve the affordability while also attempting to maintain consistent funding for continuing years to produce this event, the costs and expenditures will lie within three main areas: artist compensation, risk management and promotion. A layout of the budget can be found at the top of the following page.

To offset these expenses, we are proposing a budget of \$165,000 to be pulled from the University of Minnesota Undergraduate Student Services Fees and sponsorships (which will be outlined in the following section). The reasoning behind this number is that, from discussing with the Program Board Coordinators who oversaw Spring Jam 2017, we were able to discover that Student Union & Activities budgets roughly \$100,000 each year for the artists alone. With our artists for 2018, we look to keep this expense around that number and formulate the rest of our plan around gaining sponsorships and promoting ticket sales to make back the large, flat cost to have the artists play at our event.

Spring Jam 2018 Budget Costs & Expenditures		
Artist Management		\$158,000
Gucci Mane	(headliner)	\$80,000
Steve Aoki	(co-headliner)	\$70,000
Hippocampus	(local)	\$5,000
Transportation	(to and from hotel)	\$500
Screen Room	(food and beverage)	\$2,500
Risk Management		\$12,000
Infrastructure	(barricades, screening, etc.)	\$3,000
Security	420 total hrs. x \$10 / hr	\$4,200
Medical	60 total hrs. x \$80 / hr 4 EMT Members, 1 Detox Unit & 1 Ambulance	\$4,800
Promotion		\$3,300
On-campus advertisement	(yard signs, posters, Coffman displays)	\$2,100
Online advertisement	(Snapchat as main expense; utilize other free benefits)	\$1,200
SnapChat Geofilter	10 hrs x \$80.31 / hr 1,260,000 sq. ft.	\$810
Staffing		\$3,000
In-house staff	200 total hrs. x \$15 / hr	
TOTAL		\$176,300

*Artist compensation numbers pulled from Global Talent Agency

B. Sponsorship

For sponsorship, our event will primarily be targeting local businesses on campus that have a large amount of exposure to our target audience for the event (the students on campus). Within past years, sponsors for the Spring Jam event have included restaurants in Stadium Village and Dinkytown areas, apartment complex businesses, and external businesses (such as KIND Granola Bars) who are heavily targeting the demographics of the student population. For

our event, a similar strategy will be conducted. However, due to recent success and a larger public awareness for the modified structure of the event, the 2017 Coordinators mentioned that “businesses are even starting to approach us and want to be a part of the event” (personal communication, April 24, 2017). With that being said, the sponsorship opportunities for the 2018 Spring Jam will be packaged and priced according to the recent growth of the event.

The first option that sponsoring businesses will have for being a part of the event will be packaged options utilizing a mix of print, digital and on-site activation. Packages for Spring Jam will be offered on a basis of four (4) tiers, each one increasing in activation opportunities and price. The lowest tier will be offered at \$1,000 and include the business's logo on the event website and on-stage screen between acts. From there, the upper three tiers will have a respective number of each available to sell and have price tags of \$3,000 (6 available), \$5,500 (4 available), and \$8,000 respectively (2 available). The latter package will expand to side-by-side brand placement for the business with the Spring Jam event and include the opportunity for rights to sample, display and promote on-site during the event. Another option will be individual items available as A La Carte selections, where businesses could pick out individual areas to input their promotional budget. The objective behind each option for selection will be to create a win-win situation for both our event and the business entering the sponsorship. The sponsorship should provide the business with a customizable opportunity to reach their target market while providing financial and community support for our event. Our sponsorship efforts for Spring Jam 2018 will focus on local business integration by combining a mix of brand activation opportunities and promotional channels to benefit both parties.

C. Projected Revenue

Spring Jam 2018 Budget Projected Revenue			
Ticket Sales		\$120,000	
Expected Attendance		6,000	
Cost of ticket	(Univ. of MN student)	\$20	
	(Non-Univ. of MN student)	\$40	
Sponsorships		\$60,000	
Packages		\$1,000	
Minnesota	\$1,000 x <i>Unlimited</i>	(est.)	\$4,000
Twin-Cities	\$3,000 x 6	\$18,000	
Maroon	\$5,500 x 4	\$22,000	
Gold	\$8,000 x 2	\$16,000	
TOTAL		\$180,000	

The above table shows the projected revenue for the event, coming in \$3,700 above the budgeted expenses total. Based on recent growth and success of the event, we project there to be around 6,000 attendees for Spring Jam 2018. These revenue projections, however, assume that all tickets for the projected 6,000 attendees are students from the University of Minnesota buying the \$20 priced tickets. Furthermore, the projected total includes revenue from an estimated 4 bottom-tier packages (Minnesota Package) and all available sponsorship packages (Twin-Cities, Maroon, Gold) being sold.

III. Marketing

The marketing platform around our event is generally specific in the fact that our target market either all lives or frequently visits the campus area. Therefore, marketing efforts promoting Spring Jam 2018 will be oriented around print, digital and personal interaction with

students on campus. Flyers continue to have a large presence on campus for communicating and promoting different group activities, so our event will be promoted with flyers placed in different hotspots, including Coffman Memorial Union, Washington Avenue Bridge, The Mall Area, residence and dining halls, and the Recreation and Wellness Center. Additionally, another form of flyer will be placed in the form of yard-signs put out in front of Coffman and throughout the campus geographic limits. These are two visual appearances to promote Spring Jam 2018 to students as they walk to class and socialize on campus.

Socializing represents another large channel of promotion on a college campus, which is word-of-mouth between peers, and we plan to spark conversation around the event through social media presence and personal interaction. Efforts on social media will include contests and communication with incentives like tickets and sponsor item giveaways. A specific effort that will be done to spark social media presence on the day of the event will be a ten-hour SnapChat Geofilter encasing roughly 1,260,000 square feet around Lot 37. This expenditure will likely cause around \$810 for the ten-hour duration, yet is built into the budget and will be an extremely beneficial investment because attendees will be able to send and post SnapChat messages with the logo and brand of our event tied into their pictures, further spreading the reach of our event to the extent of the expansive networks of the attendees on and off campus.

The capstone of our marketing efforts will include the Plaza Promotion on the Friday before the event. This event has been integrated and tied into the Spring Jam event within recent years and has provided beneficial growth in event awareness, excitement and ticket sales. The Plaza Promotion is a free event in the front lawn of Coffman Memorial Union that features music, promotional item giveaways and sponsor activation with booths and tents. Per this year's Coordinator Board, this promotional event has "greatly helped with the general perspective of

Spring Jam and the last-minute surge of ticket sales” prior to the event. This event will be continued into our event for 2018 in hopes to grow on the success of recent years within increasing the awareness of and reaction to the Spring Jam event. Our marketing efforts will feature this student-interaction event as well as the print and digital platforms discussed above to promote and sell Spring Jam 2018.

IV. Staffing/scheduling

The complete staff schedule is attached (Appendix A). Included is all volunteer staff, security personnel and employees of the UMN Student Unions and Activities Office (SUA). Staff arrives on site at 7:30 AM the day before the event and will be on location until noon the day after. Grand total of hours includes 120 volunteer hours, 200 hours from SUA staff, 60 hours of medical service and 420 hours of security staffing for a grand total of 800 hours of staffing. These numbers have been rounded up in case of changes in shifts.

The day before the event at least one Event Coordinator will be on site at all times to oversee the set up the space, this is split into 3 different shifts. Four volunteer Student Staff members will be around campus performing marketing activities promoting the event. Four security staff members arrive at 10:00 PM for overnight security.

On event day, the four security staffers are replaced and an Event Coordinator arrives at 6:00 AM to oversee setup. In the morning SUA staff come in to serve as drivers for artists and other needs as well as to staff the ticket office. Thirteen Student Staff workers arrive in the afternoon to perform promotions. Six more SUA Staff members arrive on site to perform other oversight and management related activities the same time as the Student Staff. UMPD as well as medical services arrive an hour before gates open. Ten security staff arrive to serve as ticket takers and ten more arrive for wand-scanning. As the amount of traffic to enter the venue slows

down security staff that is not needed at the gate will be reassigned for crowd management.

Throughout the event more SUA staff and security personnel are arriving to relieve other staff who arrived earlier to keep the staff fresh and alert, security staff who arrive later will serve as overnight security after the event ends. Backstage security (five security staff) and artist security teams (three security staff per artist) arrive a half hour before gates open.

On the day after the event a reduced security team stays on site until noon and an Event Coordinator is onsite to oversee teardown and cleanup.

V. Event Timeline

The attached timeline begins on Friday with all major event coordinators and student staff to begin event setup and production. The priority is to establish the perimeters and points of entry while making sure the contracted companies have proper accommodations. The audio and lighting company prepares all the necessary speakers and equipment is set up along with the light displays and effect lighting. Later in the day carnival rides and tents begin to be set up along with crowd safety lights and other necessary lighting across the property. Whelan Security then monitors the property overnight to prevent tampering and maintain site integrity. The day of the event is nonstop starting at 6 am with the arrival of dumpsters for proper waste management. The morning continues with stage set up and final audio and light tests along with the artists' stage times in one hour increments. Several catering companies and specialty food and beverages begin to arrive early afternoon and sent to their proper locations for storage. The entire 5th Street which is the only vehicle access point is shut down at 1pm as the event nears. All staff are on sight two hours prior to the event start and two separate security and staff meetings are held to ensure that everyone understands the process and their roles. Doors will open at 4pm followed by several sponsored clubs which will continue, on and off, throughout the night. The first act is the

contest winner who will have 45 minutes of stage time followed by Hippo Campus, Steve Aoki and Gucci Mane who will get one hour. The event is scheduled to end around 11 pm which is when intense tear down begins. The goal following the event is to get much of the carnival rides down and out along with most of the large event infrastructure. Overnight security resumes to protect the remaining equipment. Sunday begins with the remaining equipment and structures removed followed by a sweeping and the perimeter tear down. Security will leave at noon which will be the official end to the busy timeline of Spring Jam.

Our staffing schedule does not include UMPD, food and beverage, carnival staff, stage/production crew, as they are all contracted. Meetings are held in the months leading up to the event to make sure that all contracted parties understand what they need to provide so they can plan staffing accordingly.

VI. Risk Management / Crowd Management

Safety is always paramount when it comes to all events. In this case, we expect to have over 6,000 guests at Spring Jam 2018. We will be assisted by the University of Minnesota Police Department (UMPD), Whelan Event Services (contracted security), and EMT Services. We will be meeting starting 2 months prior to the event on a weekly basis. With a large gathering of people there is always a chance of a threat whether it's a bomb, active shooter, or anything else that can cause harm. We have the services on site that will allow the maximum protection against these threats.

While assessing crowd and risk management you can never be too cautious. In addition to the fencing around the lot there will be barricades set up approximately 30-40 feet around the perimeter of the lot and proper lighting will all be set up on Friday before the day of the event. We are going to only have one access point and it will be on 5th street which will be shut down to

traffic. This will include 10 lines including magnetometers and wands to follow. This will help to combat potential terror attacks and will prevent weapons from entering the premises. Tickets will be mobile or paper with barcode. Only small purses and clear water bottles will be allowed into the lot. This is a very similar setup to TCF Bank Stadium. Guests will receive maroon wristbands to allow for re-entry. As for the beer garden, only those 21 and older will be allowed and will receive a gold wristband. Absolutely no alcohol will be allowed outside of the beer garden. This will be monitored by the UMPD.

In the event of anyone getting out of control and causing harm to another guest, Whelan Event Services will be visible throughout the lot. There will be a zero-tolerance policy for fighting, throwing objects, or any other act causing harm to others. You will be thrown out immediately. Considering Whelan is technically contracted; they will also be following their own set of policies and procedures as well as the UMPD.

A highly trained medical staff will be on site as well. Hennepin County EMT Services will have their own tent and will also have a detoxication van. There will be water taps around the lot to assist with dehydration. If someone passes out gets hurt the EMT will be able to assist and it will be in a timely manner.

VII. Post-Event Recap

The primary goal of this event is to provide a fun and engaging event for students at the University of Minnesota. While financial gains would be desirable, they are not the primary goal of this event. The financial goal of this event is to sell enough tickets and sponsorships to cover the costs and break even. For this to happen we forecast that ___ tickets overall will need to be sold to generate enough revenue. Without financial profits, the actual success of the event will be gauged through spectator surveys following the event via email. Several event categories such as

food, beverage, performances, safety and overall event satisfaction will be rated on a scale from 1-5, 1 being unacceptable, 5 being excellent. Once the scores are aggregated and averages, a mean score of 3.5+ will be interpreted as a success. Within the survey, open ended suggestions for the following year will be included as well as artist suggestions. Guests will also be entered into a drawing from one of our sponsors as an incentive to take the survey in order to receive the largest amount of feedback. Following the event, a meeting of all coordinators and management will take place to discuss what elements of the event were viewed as successful and what could be improved. Each external business or contractor will also be contacted with regards to the event to receive additional event feedback and to discuss next year's event plan.

VIII. Conclusion

In conclusion Spring Jam 2018 will prove to be a great event to bring the U of M community together and provide a great experience. With our \$176,300 budget, we could cover areas in artist management, risk management, promotions, and staffing. There is a projected revenue of \$180,000 which would have us breaking even and in the positive by \$3,700. For our marketing plans we used diverse platforms such as social media, word of mouth, flyers, street teams, and promo events in front of Coffman Union. For staffing/scheduling, we gathered volunteers, SUA employees, and security personnel. An event timeline was provided to walk through how we would get from Friday set up to Sunday tear down/ clean up. Risk/Crowd Management was analyzed to ensure that we had preventative measures in case there was issues during the event. Lastly we provided a Post-Event Recap which explained our financial goals of breaking and how we wanted to have an overall event rating of 3.5+ when looking at our surveys.

References

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Appendix B

Spring Jam Timeline

Time	Friday	Run Time	Saturday	Run Time2	Sunday	Run Time4
6:00 AM			Dumpsters Arrive			
7:00 AM			Event/Production Coordinators Arrive		Event Contractor Tear Down	2Hrs
			Catering Drop-Off	1Hr		
8:00 AM	Production/Event Set-Up Staff Arrive		Stage Set-Up Begins		Stage Removal	4Hrs
	Perimeter Fence and Barricade Set Up Begin	6Hrs	Lighting and Audio Contractor Arrive		Lighting/Audio Contractor Tear Down	
	Lighting/Audio Contractor Arrive				Street Sweeper Begins	2Hrs
9:00 AM			Steve Aoki Stage Time	1Hr	Carnival Rides Gone	
10:00 AM			Dome Set-Up Begins			
			Light Set-Up Begins	2Hrs		
			Lot Set-Up Begins			
10:30 AM			Gucci Mane Stage Time	1Hr		
11:00 AM	Event Contractor Arrives					
11:30 AM	Tent and Furniture Set-Up Begins		Lunch Delivered			
12:00 PM	Staff Lunch		Staff Lunch		Stage Removal Complete	
			Hippo Campus Stage Time	1Hr	Whelen Security Ends	
			Beverages Arrive			
			Beer Garden Set-Up			
12:30 PM			Food Company Arrives			
1:00 PM			Mini Dohnuts Arrive			
			Road Closes			
			Check-in Staffing Begins			
1:30 PM						
2:00 PM			All Remaining Staff Arrive			
			Student Staff Arrive			
2:30 PM	Install Fence Wrap					
3:00 PM	Carnival Rides Arrive		Additional Whelen Security Arrives			
4:00 PM	Lighting Set-Up Begins	6Hrs	Event Begins	6Hrs		
			Doors Open			
			EMT/Detox Van Arrives			
			Street Team is Deployed			
			Sponsored Club Begins	1Hr		
5:00 PM			Staff Dinner Breaks Begin	2Hrs		
5:30 PM			Artist Hospitality Set-Up			
5:40 PM			Contest Winner Enters Stage			
5:50 PM			Contest Winner Begins	45min		
6:00 PM			Arist Hospitality Begins	3Hrs		
6:35 PM			Contest Winner Ends			
6:45 PM			Hippo Campus Enters Stage			
6:55 PM			Hippo Campus Begins	45min		
7:40 PM			Hippo Campus Ends			
7:50 PM			Steve Aoki Enters Stage			
8:00 PM			Steve Aoki Begins	1Hr		
9:00 PM			Steve Aoki Ends			
			Artist Hospitality Ends			
9:15 PM			Gucci Mane to Stage			
9:30 PM	Lighting/Audio Contractor Departs		Gucci Mane Begins	1Hr		
	Remaining Staff Departs		Ticket and Cash Sales Closes			
10:00 PM	Whelen Security Arrives	17Hrs	Beer Garden Ends			
10:30 PM			Gucci Mane Ends			
			Event End			
11:00 PM			Road Re-Opens			
			Carnival Ride Tear Down			
			Majority Whelen staff leaves			
			Whelen overnight security begins	13Hrs		