

PREPARING FOR TOTALITY

Tips for Planning a Large-Scale Eclipse Event

Presented by Jennifer Gallo, Gallo Event Agency

About Gallo Event Agency



Large-Scale
Annual Events



Onsite Brand
Activations




2024
Eclipse



Overview

- ✓ What is involved when planning large scale events?
- ✓ What are the different hats people need to wear?
- ✓ What do you need to consider when debating on hiring an outside expert?
- ✓ How do you stand out and grab the attention of potential sponsors?
- ✓ What do you need to do to prepare?



What is involved when planning large scale events?

Event Basics

- Day, time, location, target market

Eclipse Basics

- Viewing spot, eye protection, transportation

Surrounding Events

- Standing out while partnering together

Used to indoor events? Consider...

- Parking, permits, rentals, weather

Secrets to Success

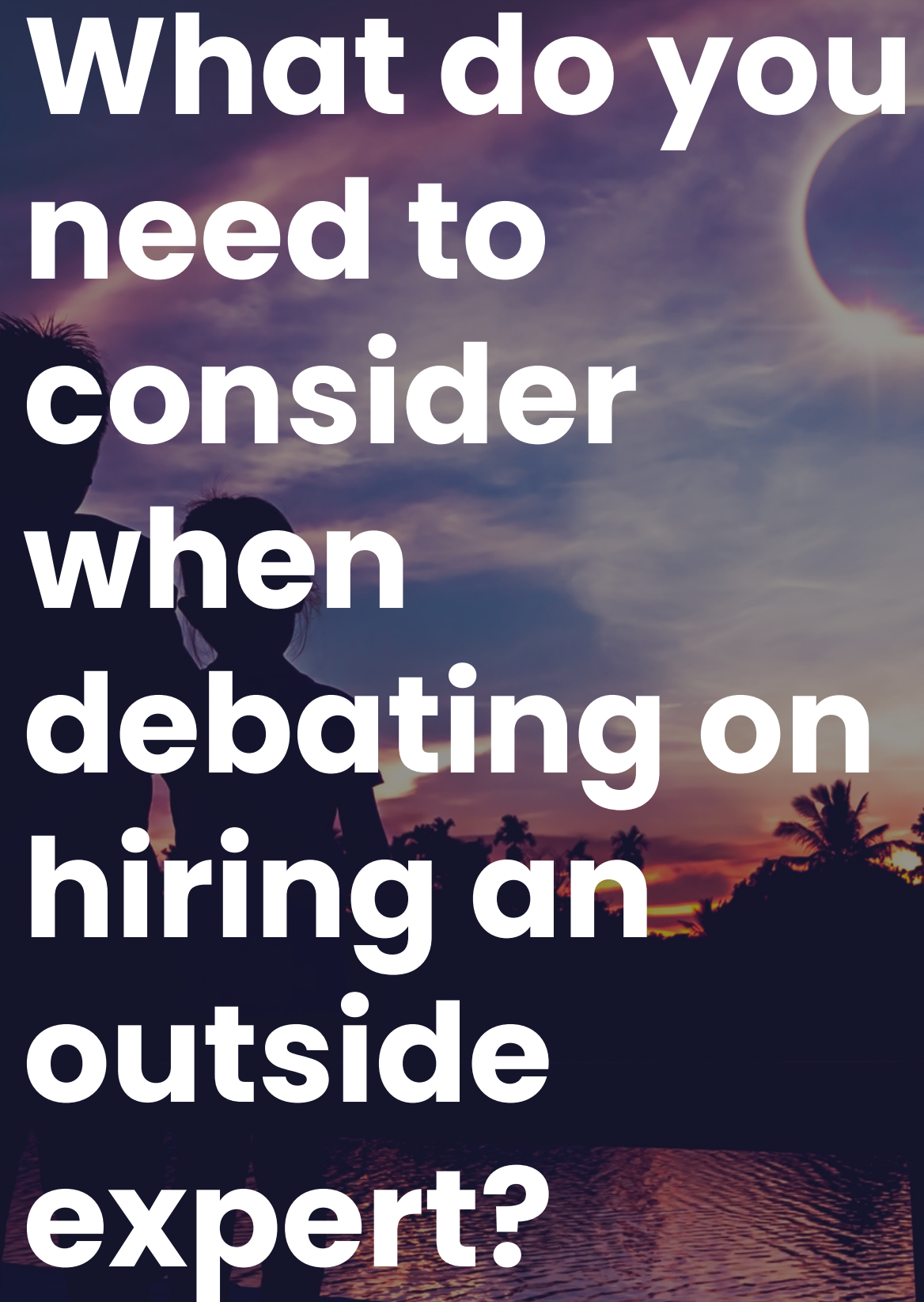
- Pick a name and get it out there!
- Engage, educate, share your passion

What are the different hats people need to wear?

ROLE	RESPONSIBILITIES
Administrative	Budget, Permits, Insurance, Grants
Entertainment	Speakers, Live Music, Production + Staging
Food and Beverage	Vendors, Ice, Liquor License
Health, Safety, Transportation	Emergency Services, Security, Shuttles, Parking, Accessibility
Marketing	Website, Social Media, PR, Photography, Signage

What are the different hats people need to wear?

ROLE	RESPONSIBILITIES
Merchandise	Volunteer Shirts, Poster Art, Gift Store
Partnerships	Sponsor / Media Relations + Fulfillment
Site Management	Rentals, Vendor Placement, Fencing, Electric, Sanitation
Ticketing	Pricing, Pre-Sale vs. Onsite
Volunteer Management	Recruitment, Scheduling

A sunset scene with silhouettes of people looking out over water. The sky is a mix of purple, blue, and orange, with a large, bright sun low on the horizon. The water in the foreground is dark and reflects the colors of the sky. The silhouettes of people are in the foreground, looking towards the sunset.

**What do you
need to
consider
when
debating on
hiring an
outside
expert?**

“Teamwork makes the dream work”

Talk to your internal events team

- Communicate the workload
- Look at upcoming project needs
- Review deadlines

Ask yourself these questions:

- How much does our team already have on their plate?
- How much more can they do?
- What area of events does our team have experience on?

How do you stand out and grab the attention of potential sponsors?

- ✔ Determine what makes you stand out.
- ✔ Develop an engaging sponsorship packet.
- ✔ Meet with your advancement team.
- ✔ Reach out to potential leads and get them excited!
- ✔ Listen to what the potential sponsor says and customize their sponsorship from there.



PARTNERSHIP OPPORTUNITIES

Prepared for:

Company Name Here
Company Contact Here

Prepared by:

Jennifer Gallo
ROC The Eclipse Event Planner



What is a total solar eclipse?

In a total solar eclipse, people who are in the path of totality see the Sun's bright disk totally covered by the Moon for a short time.

On April 8th, 2024 at 3:20pm, Rochester will be in direct path for 3 minutes and 38 seconds.

Based on traffic study patterns and the 2017 eclipse, 300,000-500,000 people are expected to come to Rochester and the surrounding areas to experience the 2024 Total Solar Eclipse.

A Total Solar Eclipse will not happen again in the Continental United States until 2044, in New York State until 2079, and in Rochester until 2144.

Visit www.rochestereclipse2024.org to learn more about a total solar eclipse.

We would like to express our sincere gratitude for considering sponsoring the RMSC's ROC The Eclipse Festival. Your support will help us to create an unforgettable event experience for visitors and locals alike, as we celebrate this rare astronomical event.

We are excited for the opportunity to partner with you and showcase your commitment to science, education and community engagement. This sponsorship represents a valuable opportunity for your brand to gain exposure and connect with a wide audience of science enthusiasts, students, families, and professionals. We hope that this will be the start of a long and mutually beneficial partnership that will continue to support our mission of inspiring curiosity and fostering lifelong learning. Thank you again for your consideration and support.

Sincerely,

Jennifer Gallo

Jennifer Gallo, ROC The Eclipse Event Planner
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Partnership Opportunities

Showcase your organizations commitment to science, education and community.



Map Sponsor

Include sponsor benefits here:

Benefit #1

Benefit #2

Benefit #3

Benefit #4

List Price Here



Transportation Sponsor

Include sponsor benefits here:

Benefit #1

Benefit #2

Benefit #3

Benefit #4

List Price Here



Thank you!

Thank you for considering a sponsorship of RMSC's ROC The Eclipse Festival. Your support will help make this event an unforgettable experience for all attendees. We are happy to update any packages offered to fit your organizations goals and vision.



Total Solar Eclipse 2024 artwork poster by Tyler Nordgren

Festival Overview

On Monday, April 8th, 2024, Rochester will be in the direct path of a Total Solar Eclipse for the first time in almost a century. To celebrate this once in a lifetime event, the RMSC will host a multi-day immersive event on April 5-8, 2024 called **ROC The Eclipse**.

Friday, April 5: VIP Event

This VIP ticketed event invites science lovers and supporters to enjoy a night at the Strasenburgh Planetarium. The event is the kickoff to a historic weekend and invites guests (21+) to enjoy an open bar, hors d'oeuvres, guest speakers and planetarium shows. There are estimated to be 200 people in attendance.

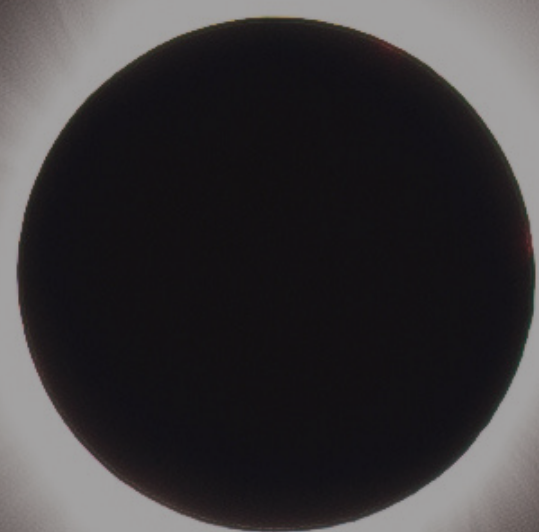
Saturday, April 6: Galactic Get Down

This ticketed event is part of the beloved "RMSC After Dark" series and invites guests (21+) to see the stars like they've never seen them before. Guests are encouraged to dress up as their favorite space explorer, dive into the cosmos with activities across the RMSC campus, and enjoy food and drinks throughout the evening. There are estimated to be 600 people in attendance.

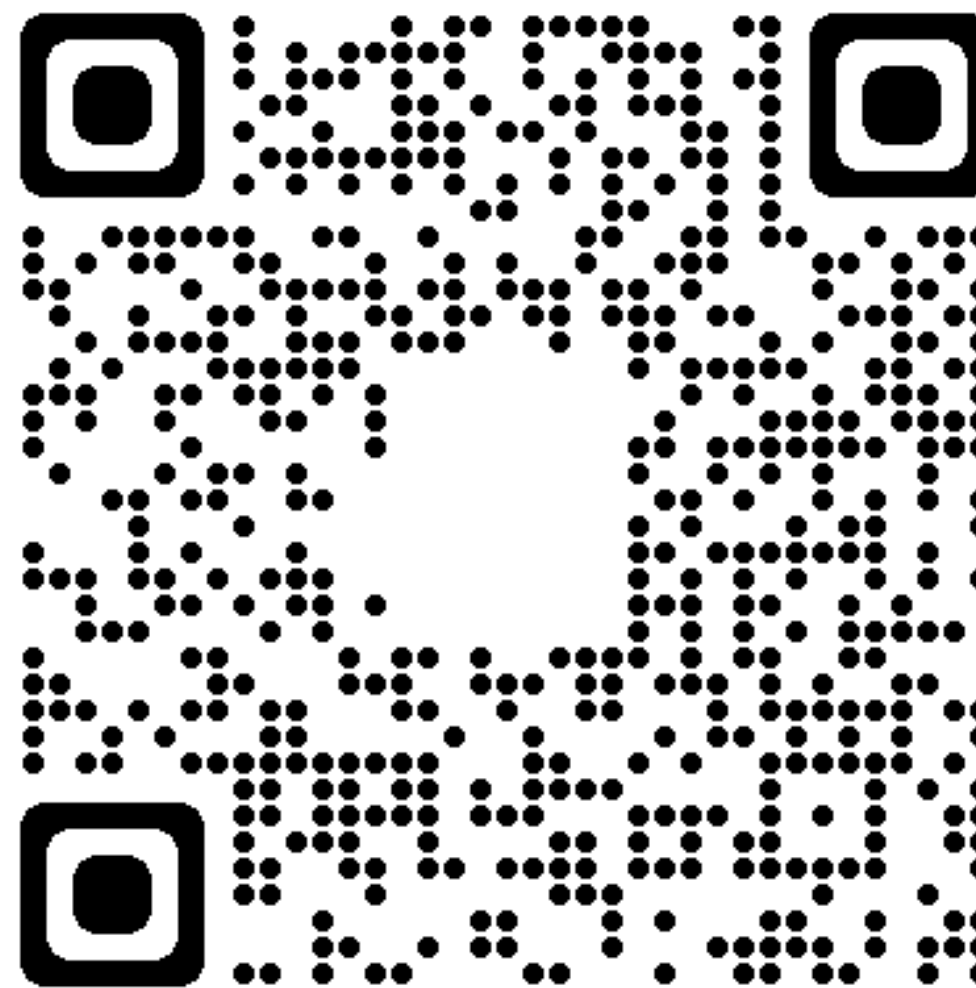
Saturday, April 6 - Monday, April 8: ROC The Eclipse Festival

Join us at the heart of Rochester's Total Solar Eclipse efforts at the RMSC as we celebrate with a 3-day festival, ROC The Eclipse, filled with hands-on activities, speakers, music, food, and more! We're expecting several thousand guests each day of the festival, making sure the eclipse is accessible and exciting to literally everyone under the sun.

Partnership Opportunities



**What do you
need to do to
prepare?**



www.galloeventagency.com/eclipse

Thank you!



THE ALL IN EVENT AGENCY.

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