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
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?

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<tr>
<th>ROLE</th>
<th>RESPONSIBILITIES</th>
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<tbody>
<tr>
<td>Administrative</td>
<td>Budget, Permits, Insurance, Grants</td>
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<td>Entertainment</td>
<td>Speakers, Live Music, Production + Staging</td>
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<td>Food and Beverage</td>
<td>Vendors, Ice, Liquor License</td>
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<td>Health, Safety, Transportation</td>
<td>Emergency Services, Security, Shuttles, Parking, Accessibility</td>
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<tr>
<td>Marketing</td>
<td>Website, Social Media, PR, Photography, Signage</td>
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## What are the different hats people need to wear?

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<tr>
<td>Merchandise</td>
<td>Volunteer Shirts, Poster Art, Gift Store</td>
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<td>Partnerships</td>
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<td>Site Management</td>
<td>Rentals, Vendor Placement, Fencing, Electric, Sanitation</td>
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<td>Ticketing</td>
<td>Pricing, Pre-Sale vs. Onsite</td>
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<td>Volunteer Management</td>
<td>Recruitment, Scheduling</td>
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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.
Festival Overview

On Monday, April 19th, 2024, Rochester will host the only part of a Total Solar Eclipse that will be visible in the U.S. To celebrate this unique event, the RMSC will host a multi-day immersive event on April 19-21, 2024 called ROC The Eclipse.

What is a total solar eclipse?

A total solar eclipse occurs when the Moon passes between the Earth and the Sun, casting a shadow on the Earth's surface. In total solar eclipses, the Moon's shadow moves across the Earth's surface, and sunlight is blocked by the Moon. This event is visible only during the total phase of the eclipse, but the partial phases before and after the total phase are also visible.

We are excited to partner with the Rochester Museum of Science and the City of Rochester to host this event. The RMSC is committed to providing a safe and enjoyable experience for everyone who participates.

On Friday, April 13th, from 11 AM to 5 PM, there will be an Eclipse Preview Event at the RMSC. The event will include a panel of experts discussing the science behind an eclipse and an eclipse-related presentation. The RMSC will also have a variety of activities and interactive exhibits available.

On Saturday, April 14th, from 10 AM to 6 PM, there will be a Solar Eclipse Festival at the RMSC. The event will feature a variety of activities, including solar viewing, eclipse-related demonstrations, and a special performance by the Rochester Museum of Science's Solar Eclipse Orchestra.

On Sunday, April 15th, from 10 AM to 6 PM, there will be a Total Solar Eclipse at the RMSC. The event will feature a variety of activities, including solar viewing, eclipse-related demonstrations, and a special performance by the Rochester Museum of Science's Solar Eclipse Orchestra.

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 explain how our packages offered fit your organization’s goals and vision.
What do you need to do to prepare?

www.galloeventagency.com/eclipse
Thank you!

Jennifer Gallo

jen@galloeventagency.com
www.galloeventagency.com
Rochester, NY