



RUN OF SHOW

Check In Process

As organizations arrive, they should visit the welcome/ticket station and pick up their coloring supplies (two pencil cups with colored pencils and pencil sharpeners). They will also be handed the speaking schedule with times. They should then find the table with the mural featuring the name of their organization.

Event Overview

Upon arrival, organizations may make their way to their table but may not begin coloring until the event begins at 5:00pm. All organizations will have two hours to color their mural and shop on behalf of their cause. Judges will arrive at 6pm and walk around to fill out their score cards during the last hour of the event. An announcement will be made at 7:00pm to put pencils down. At that time the shopping points should be counted, and the judges scores should be tallied. The winning organizations will receive a \$250 donation presented on stage.

Event Staff

The event is best staffed with two people. One serves as the emcee and at least one person in the ticket station to mark shopping receipts and hand out tickets for shoppers to donate to the organization of their choice. Volunteer(s) should arrive no later than 4:30pm and expect to stay until the event is over at 7:00pm. The emcee script is included.

Emcee

The emcee should follow the event script to kick off the event, introduce the judges and present the prize donations to the winning organizations. During the event, organizations are invited on stage to speak about their cause. A speaking schedule has been distributed to all organizations and will provided the night of the event. Organizations should come to the stage at their time and will be handed the microphone and allowed their allotted time on stage.

Throughout the evening it is encouraged to promote stores in the Mall to encourage shopping by mentioning sales, specials and hot items available.

Shopping Points

Throughout the event shoppers can show their receipt in center court to earn a point for a participating cause. For every receipt shown you will give them a ticket to put in the bowl of the organization they would like to support. When shown, please mark the back of the receipt with a sharpie.

Each patron may show one receipt per store. Items must be purchased the night of the event.

What Is OK: *It is fine for a mom and her daughter to show each show a receipt for meals purchased at Chick-fil-A even though the mom purchased both. They would each get a ticket to put in a bowl.*

What Is OK: *It is fine for a shopper to show three receipts from three different stores. She would get three tickets to put in a bowl or multiple bowls.*

What is NOT OK: *It is not acceptable for someone to show 10 receipts for 10 keychains purchased from Claire's. They will receive one ticket for their purchase(s) at that store.*

Judges

Judges should be announced onstage when they arrive at 6pm. They are provided with a score card and clipboard and asked to judge the murals and determine a winner. If there are multiple judges you will need to add their scores together to determine the winning mural design.

Winning Organizations and Donations

All organizations will receive \$1 for each point earned throughout the event. There will be two organizations that win a \$250 prize donation. You can use the event recap sheet provided to help tally the winners.

Judges Choice Winner: A \$250 donation is presented to the organization with the highest judging score for the winning mural design

Shoppers Choice Winner: A \$250 donation is presented to the organization with the highest number of shopping points received.

THE SAME ORGANIZATION SHOULD NOT WIN BOTH THE JUDGES CHOICE OR SHOPPERS CHOICE. IN THE EVENT THERE IS A TIE PLEASE SELECT THE SECOND PLACE ORGANIZATION FOR JUDGES CHOICE.

Pictures and Video

It is important to take pictures and video of your event. While the emcee is on stage the other event staff should take photos as able. Below is a list to help ensure you provide pictures for a strong event recap and for social media to increase future event success.

1. Event set-up
2. Organizations coloring murals
3. Shoppers showing their receipt
4. Judges interacting at event
5. Organization who won the shopping portion

6. Organization who won the mural
7. Images of various organizations with their finished murals

Included are some example pictures from previous events. Specific details for post event photos are included in the post event section.

Post Event Recap with Pictures

It is important to share the number of shopping tickets per organization along with pictures, so we can track turnout, provide accurate donations to the organizations and determine the success of the event. Do not shrink the size of the photos to attach. Instead upload them per the instructions below.

1. **Send Quick Facts to cfac@hullpg.com**

Subject: *Market: Event Recap*

Market: _____

Name of organizations and shopping ticket totals

You may list the organizations as shown below or attach the event recap sheet

- American Cancer Society: 100
- Salvation Army: 54
- Boys & Girls Club: 23

Mural Winner: _____

Shopping Points Winner: _____

Pictures: *Attached and/or uploaded*

2. **Upload all photos and video to the W drive here: W:\MARKETING\ EVENTS\Color for a Cause\Pictures and Recaps**

Photos will be used to compile weekly recaps of all marketing events to be distributed across the company.