



Date: November 9, 2009

From: The 2009 Rocky Ripple Festival Committee

To: Rocky Ripple Community Members

Re: Need Your Help to Have a Rocky Ripple Festival in 2010

Dear Rocky Ripple Community Members,

Our tenth Rocky Ripple Festival, held on September 26, 2009, was another unprecedented success. We had our biggest artist participation rate ever (51 artist booths) and excellent entertainment, with the finale performed by the locally famous Born Again Floozies, which drew and kept the crowd until late in the day. Food provided by the Community Association and Veterans Association was good, cheap, and plentiful. We took in slightly over \$6000 in proceeds at the festival, which, after expenses, will go into our Parks Endowment fund for maintenance and care of our town's parks.

Each year, we get wonderful volunteers that help put on the day of the festival to put on this event and we get an excellent turnout in attendance (over 500 attendees). However, for the last five years, we have had the same core group of individuals responsible for all of the planning and preparation efforts for the festival.

Most people do not realize how much upfront work must go into the festival throughout the year to make it a success. Our core group is very small (six of us), and five of the six of us also serve as officers of the community association, working on other efforts for the benefit of our community, such as the recent chili supper, the upcoming holiday bazaar, Bingo nights and the annual Easter egg hunt. Quite frankly, we have gotten very good at coordinating the festival, but several of us are worn out and need a break, considering we have employment responsibilities and/or obligations other than the festival.

We, therefore, would like for you to consider, as a community member of Rocky Ripple, to take on one of the positions within the festival committee for the 2010 Rocky Ripple Festival.

We have someone who has already been involved willing to take over the Chairperson role, if the other coordinator roles are filled for 2010. Those of us that will leave current positions are willing to mentor any new volunteers and provide advice/information on an ongoing basis.

The positions are as follows:

Overall Festival Event Chairperson
Food & Drink Coordinator
Music Coordinator
Artist Coordinator
Signage Coordinator
Volunteer Coordinator
Advertising/Publicity/Sponsor Coordinator
Raffle Coordinator

We hope that you will consider this opportunity to serve the community of Rocky Ripple. Please log on to the Rocky Ripple Community Association website for further details about the festival committee head descriptions.

Please contact any Community Association Officer below, or send an email to rcommassoc@aol.com if you are willing to take on a festival coordinator role.

Karen Stone, President 252-5786
Dhyana Raynor, Vice President 414-5018
Mandy Redmond, Treasurer 259-7512
Diane Householder, Secretary 254 -1454
Ann Wickham, Sergeant at Arms 466-9773

If we do not have all positions filled by 03/01/2010, we will be forced to cancel the 2010 Rocky Ripple Festival.

Sincerely,

Mandy Redmond/Karen Stone
2009 Rocky Ripple Festival Co-Chairs

Rocky Ripple Festival Duties



Festival Committee Heads

1. Festival Coordinator
2. Music
3. Artist Liaison/Booth
4. Food
5. Drinks
6. Publicity
7. Advertising
8. Endowment/Fundraising
9. Volunteers
10. Signage
11. Corporate Sponsorship
12. Raffle
13. Children's Area
14. Trash/Recycling
15. Rocky Ripple Community Association Booth
16. Set-up Coordinator
17. Tear Down Coordinator



Volunteer Roles

- √ Food Booth
- √ Children's Area
- √ Set-up
- √ Tear-down
- √ Calendars/event notification (pre-festival)
- √ Obtain raffle donations (pre-festival)
- √ Obtain food/drink donations (pre-festival)
- √ Secure corporate sponsors (pre-festival)

Committee Head Duties



1. Festival Coordinator

- Overall coordination of festival – includes planning and day of event
- Schedules Festival Committee meetings
- Writes and distributes minutes for Festival Committee meetings
- Obtains updates from committee heads
- Secures resources as needed/address resource issues that arise



2. Music Chair

- Lines up entertainment/music acts
- Secures publicity linkages with musicians
- Keeps festival coordinator informed of stage set-up requirements (i.e., electrical requirements, stage covering, sound, etc.)
- Runs/sets up sound for festival
- Provides regular updates to Festival Committee on status and needs



3. Artist Liaison/Artist Booths

- Accepts/handles artist applications
- Festival liaison/ambassador with artist community at large
- Promotes festival within arts community of Indianapolis and surrounding areas
- Develops layout of artist booths/ which artist goes where
- Works with set-up person to measure off artist area and individual booths
- Greets artists upon arrival at festival/informs them of booth location
- Develops and obtains post-festival surveys from artists that participated
- Provides regular updates to Festival Committee on status and needs



4. Food Chair

- Determines food purchase requirements
- Determines food resource requirements
- Purchases/obtains required food items, preferable through donations from businesses, or at reduced cost to RRCA
- Determines set-up of food tent
- Obtains required Department of Health permit(s)
- Ensures food area meets Department of Health requirements
- Maintains list of required supplies/supplies obtained/by whom/costs
- Provides regular updates to Festival Committee on status and needs



5. Drinks Chair

- Runs non-alcohol drink area of RRCA food booth at festival
- Determines types of drinks to obtain and how many of each will be needed
- Secures required # of soft drinks for festival, preferably through donations from businesses, or at reduced cost to RRCA
- Determines drink area resource requirements
- Determines set-up of drink area within food tent
- Obtains/secures pick up of ice for festival and containers for drinks to be stored in
- Coordinates with alcohol vendor(s); ensures alcohol vendor(s) obtain festival liquor permits and obtains copy of festival liquor permit to provide to Rocky Ripple Town Board
- Maintains list of drinks obtained/where obtained/how many sold/costs
- Provides regular updates to Festival Committee on status and needs



6. Publicity Chair

- Starts early in the year to provide info in time to meet submission deadlines for various media requirements
- Coordinates with local radio, TV, print and news media to place stories/articles/announcements regarding the festival
- Coordinates with advertising chair, raffle chair and corporate sponsorship chair to make sure we make use of all info and opportunities
- Builds relationships with reporters, editors, etc.
- Provides regular updates to Festival Committee on status and needs



7. Advertising Chair

- At least 3 months before festival, determines what publications and websites ads will be placed in/on for festival
- Obtains price quotations for advertisements; ensures budget requirements are met
- Secures artwork for the ads; maintains standard look and feel for the various ads
- Places ads in the selected publications and on websites
- Obtains copies of the publications for festival scrapbook
- Provides regular updates to Festival Committee on status and needs



8. Endowment/Fundraising Chair

- Determines what activities will be done to raise funds for the endowment, other than holding the festival
- Coordinates with advertising chair, raffle chair and corporate sponsorship chair to make sure we make use of all info and opportunities
- Develops plans for implementation of fundraising efforts; secures the materials and resources needed
- Provides regular updates to Festival Committee on status and needs
- Keeps log of financial goals and funds raised toward goal



9. Volunteer Coordinator

- Overall determination of volunteers needed for festival, in conjunction with other chairs
- Maps out volunteer requirements/shifts
- Obtains required resources; works with committee heads to do this
- Plans programs to obtain additional volunteers
- Coordinates with volunteers; serves as info source, liaison with volunteers
- Determines/coordinates volunteer training program



10. Signage Chair

- Determines signage requirements for pre-festival (advertising and directional) as well as at festival (for community sponsored tents, directional signs, music line-up)
- Obtains quotes for signs, orders signs, maintains budget for signage
- Determines where signs will be placed and when they will be placed
- Secures resources to take down signs the day after the festival
- Provides regular updates to Festival Committee on status and needs
- Gathers signs that will be saved for next year's festival and places them in storage location at Town Hall.



11. Corporate Sponsorship Chair

- Obtains either money or in kind services from businesses, individuals and/or other organizations in sponsorship of the Rocky Ripple Festival.
- Develops programs for what corporate sponsorship benefits are
- Coordinates sponsorship benefits with publicity, advertising and raffle chairs so that appropriate recognition is given and duplicate efforts are
- Provides regular updates to Festival Committee on status and needs
- Keeps log of corporate sponsorship goals and funds raised toward goal



12. Raffle Chair

- Coordinates with local merchants to obtain prizes/gift certificates for RRCA raffle at festival.
- Where appropriate, coordinates with corporate sponsorship chair to turn raffle donation opportunities into corporate sponsorships
- Sends solicitation letters to merchants or personally asks for donations
- Determines handling/selling of raffle tickets at festival
- Maintains list of raffle prizes obtained/where obtained/value of donated items
- Sends thank yous to merchants that donated prizes or gift certificates
- Provides regular updates to Festival Committee on status and needs



13. Children's Area Chair

- Determines activities that will be available for children at festival (such as games, roving entertainers, face/hair painting, etc.)
- Coordinates with Spin A Pot artist to ensure area needs are met at the festival
- Determines/secures prizes for games
- Determines how many volunteers will be needed for children's area; secures volunteers to work children's area
- Bounce tent set-up/tear-down
- Arranges transport of needed supplies from town hall on day of festival and return of items to town hall after the festival.



14. Trash/Recycling Chair

- Determines requirement for trash containers and recycling containers for festival.
- Obtains trash containers and plastic bags for containers
- Obtains and sets up mechanism for disposal of cigarette butts at festival
- Sets up trash and recycling containers the morning of the festival
- Monitors containers at the festival; empties containers that are full into the town truck and adds new trash bags, as needed
- Sets aside recycled items and takes them to appropriate facility after the festival
- Takes down trash and recycling containers after the festival; saves containers for reuse where possible and places these in designated storage location at Town Hall.



15. Rocky Ripple Community Association Booth Chair

- Determines layout of community association booth; coordinates with raffle chair on placement of raffle items
- Determines what will be sold at community association booth for fund raising
- Sets up informational display about the festival, endowment fund and other community association endeavors
- Recruits volunteers knowledgeable about the town and RRCA to man the booth throughout the festival
- Coordinates set up of booth and take down of booth after the festival
- Provides regular updates to Festival Committee on status and needs
- Keeps log of RRCA booth budget, and monies spent/raised.
- Provides summary of information to festival chair for filling in festival book for next year's planning and historical purposes.



16. Festival Set-Up Chair

- Determines number of and sizes needed of tents/canopies required for festival
- Secures tents (either by borrowing, using RRCA purchased ones, or purchasing additional ones)
- Secures materials for/sets up wash stations at festival (by Port-o-lets and in food area)
- Arranges transport of tents, tables, chairs from town hall to festival
- Determines number of volunteers required to set up for festival and assists in rounding up volunteers to meet needs



17 Festival Tear-Down Chair

- Tears down tents/canopies and returns them to owners or to town hall
- Tears down wash stations at festival (by Port-o-lets and in food area)
- Arranges transport of tents, tables, chairs from festival back to town hall
- Determines number of volunteers required to tear up for festival and assists in rounding up volunteers to meet needs

Rocky Ripple Volunteer Roles



1. Food Booth

- √ sell or prepare food in the Community Association food booth
- √ keep supply of food and ice stocked
- √ notify Food Chair when supplies are running low



2. Drink Booth

- √ sell soft drinks and bottled water to public
- √ keep supply of drinks and ice stocked
- √ notify Drink Chair when supplies are running low



3. Children's Area

- √ assist families with the activity area or run game booth assigned to you by the Children's area coordinator
- √ do not allow parents to just drop their children off in the tent—we do not offer the activities as a babysitting service. The idea is for families to do these activities together.
- √ clean up the area periodically, as you have down time from kids



4. Festival Set Up/Tear Down

- √ come on Friday afternoon and/or early on Saturday morning to help set up the grounds (signage, banners, tents, etc.) or stay after the festival closes on Saturday to take down and pack up supplies
- √ Help set up chairs, trash cans, etc. early Saturday morning
- √ Help clean the festival grounds
- √ Stack tables and chairs, assist with disassembling the stages and loading trucks.
- √ Assist with collecting reusable signage for festival.
- √ Other duties as required by committee chairman.



5. Community Association Booth

You will be the person to whom visitors will go with questions about the festival and Rocky Ripple. You will also collect endowment donations and sell RRCA promotional items. You will also sell tickets for the raffle prizes, keep prizes on

display on the tables, post prize list with periodic updates for additions or prizes awarded, assist festival coordinator with drawings, which will occur after each music set.



6. Artist Liaison Team



7. Community Calendar Updates/Event Notification (pre-festival)



8. Obtain Raffle Prizes, Food or Drink Donations (pre-festival)



9. Source Corporate Sponsors (pre-festival)