



THE COMMUNITY EVENT COUNTDOWN

The working-backwards checklist from 20 years of Idaho community events

Event systems that outlive any single volunteer.

12 MONTHS OUT

- Lock the date - check community calendars for conflicts first
- Confirm venue in writing | Form the committee: one lead + one backup per area
- Open one shared planning doc - one source of truth from day one

9 MONTHS OUT

- Draft the budget on REALISTIC numbers, not best-case (ask: what nets at 70%?)
- Set sponsorship levels and what each includes | Renewal asks to last year's sponsors

6 MONTHS OUT

- File permits, licenses, insurance | Contract entertainment - signed copies both ways
- Build the sponsor fulfillment list: every logo, ad, ticket, and mention you owe

3 MONTHS OUT

- Launch marketing - press, social, flyers | Order all print materials NOW
- Tickets on sale | Contract stage, sound, and tech | Confirm vendors and booths
- Recruit and assign volunteers - every job has a name attached

6 WEEKS OUT - THE LOCKDOWN LINE

- ***Everything should already be IN PLACE. From here on you confirm - you don't create.***
- *Adding anything new inside six weeks is asking for trouble. If it's not locked, cut it.*
- Walk the fulfillment list | Chase unsigned contracts | Fill volunteer gaps

4 WEEKS OUT

- Write the run-of-show | Build the day-of staffing chart | Supply checklist per area

2 WEEKS OUT

- Confirm everyone: vendors, performers, volunteers, deliveries - in writing, not memory

1 WEEK OUT

- Print and LAMINATE the run-of-show | Print guest lists, sponsor announcements, scripts
- Cash boxes and change orders | Cash handling assignments | Weather plan B staged
- Final site walk-through - paper doesn't run out of battery

AFTER THE EVENT

- Debrief within 10 days - record it while it's fresh | Thank-yous within 2 weeks
- Announce next year's date. Continuity is the whole point.

Want the system that runs this checklist for you?

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