

Festival VIP TOURS



Building Community Recognition & Support for your Event

Many water festival organizers in Kansas invite local media, government officials, sponsoring organizations, and other dignitaries to experience their festival first hand through a VIP Tour. Tour events typically consist of a short festival orientation, a festival tour, and refreshments. Water festivals can be ideal photo opportunities for dignitaries and a great way to highlight the best a community has to offer. While it is often difficult for many "VIP's" to fit a visit to your festival into their busy schedules, simply having the invitation cross their desks can build awareness of your event...and you just never know who might show up!

Planning Your VIP Tour:

- ◆ Involve your festival planning committee in determining the who, what, when, where and why of the VIP tour at least 3 months before your event
- ◆ Designate a VIP Tour Guide who is knowledgeable about your festival, and who has time to meet and host the VIP's on the day of the event (not a key presenter or volunteer)
- ◆ Determine the time(s) of day and/or activities that would be most interesting to observe (Keep in mind, these are busy people so most tours last less than an hour)
- ◆ Designate a meeting place on your festival grounds for the VIP orientation & refreshments
- ◆ Develop your VIP invitation list (see below for ideas) and send invitations 4-5 weeks in advance
- ◆ Request RSVP's for your event so that you may welcome VIP's by name and prepare name tags that identify the VIP's as they tour the festival
- ◆ Develop a VIP/Press packet which may include: news release, festival program, fact sheet, sponsor list, festival photos, organizer information, fundraising materials, etc.
- ◆ Develop a brief orientation presentation (5-10 minutes) to introduce VIP's to your festival (be sure to highlight sponsors and key community partnerships)
- ◆ Welcome your VIP's on the festival day, briefly orient them, & get them out to see your festival in action! Don't forget to thank them for sharing their time!



Ark River Water Festival
(above)

McPherson County
Childrens Water Festival
(left)

VIP Invitation Checklist

- ✓ Current & Potential Event Sponsors
 - ✓ The Governor
 - ✓ Your Board members
 - ✓ Mayor and/or City Manager
- ✓ City & County Government Officials
- ✓ Local television, radio, & newspaper editors
- ✓ Local water resource professionals
- ✓ School superintendent and principals
 - ✓ Other local dignitaries
- ✓ Supportive family & friends of planners