

MAJOR EVENT PLAN

I Love to Read Month

Taylor Toews

0313331

October 21, 2021

Ace Burpee & Amber Saleem
103.1 Virgin Radio

Dear Ace & Amber,

Enclosed with this letter is my proposal for the I Love to Read Month event. The purpose of this proposal is to show the concept of the event, the specifics of conducting it, the resources needed to do so, and how we will evaluate our efforts at the end.

My proposal contains information on who we're targeting for the event, their characteristics, and facts we will need to consider during planning.

My proposed run sheet shows the specifics of how the event will unravel and who will be responsible for different tasks. The budget will allow us to account for both the time and money needed to be spent on this project. Finally, the evaluation shows how we will determine the success of our efforts.

This event allows students to step into the world of books and see a what imagination can do. It is likely to resonate and excite students by appealing to their visual senses and allowing them to interact and take some of the fun home with them.

I would thoroughly appreciate the opportunity to work with you, help plan this event, and get kids excited about reading.

I will be reaching out to you within the next week; however, if you have any questions, concerns, or general comments, please feel free to reach out to me. My contact information is available below.

Thank you for giving me the opportunity to quote on this project. I look forward to speaking with you soon.

Sincerely,
Taylor Toews
Creative Communications Student
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Encl.

INTRODUCTION

This event is being held by 103.1 Virgin Radio to get Manitoban kids' reading. The event will be held over the course of two weekends in February 2022, which is "I Love to Read Month". The main focuses of the event will be getting kids excited to read again, being accessible to as many Manitoban students as possible (whether in-person or online), and having the biggest impact on students so far.

PUBLICS OVERVIEW

We want to make this event accessible for any students in kindergarten to grade four living in Manitoba. They may not be able to get to Winnipeg or attend an event in person, so we need to provide a virtual option for them. Young students such as these are likely to respond best to visuals, interactive elements, and gifts/prizes.

Key Characteristics: **the following are likelihoods, not absolutes*

- Live in Manitoba
- In school (Kindergarten to grade 4)
- Know how to read
- Enjoy playing games
- Looking to try reading new books
- Curious

KEY MESSAGES

We want students to get excited about reading by communicating to them how books can be immersive and create new worlds within them. We want students to know that no matter where they are or which circumstance they're in, the reading community is open to everyone.

CONCEPT

The Event

The event will be held at the Red River College Innovation Centre over the course of two weekends (February 18-19 & 25-27). The Innovation Centre will be decorated to transform each floor into the setting of a popular book (i.e., Alice in Wonderland or Harry Potter) where students will have 1 hour guided tours. Students will be encouraged to dress up as their favourite book character, however, it isn't required.

Upon arrival, visitors will be greeted by volunteers and asked for their passes as well as vaccination cards (for those eligible). Once their passes are verified, they will be given wristbands before being sent on their tour of the four levels which begins on the main floor.

On each floor, volunteers dressed as characters from their floor's book will interact with students and take photos with them. Each floor will have an interactive book-themed game for the students to participate in (i.e., book trivia) where they will have the opportunity to win prizes. There will also be small take-home gifts at each floor for every student (i.e., books, allergy-friendly snacks, bookmarks).

At the top floor of the Innovation Centre, Ace Burpee and Amber Saleem will be the ones dressed up as book characters and will perform live readings for the students for their last stop on the tour.

The pre-recorded virtual tour will include a walkthrough of each floor as well as recordings of the readings done by each of the guest-speakers. Gift boxes will be available for delivery through the website and will be delivered within the first two weeks of February to ensure kids have them prior to their virtual tours. The virtual tours will be available online beginning February 25th at 4:00 p.m. until February 30th at 11:59 p.m.

Specifics

Sign-up for the event will be conducted on the event website and passes for the in-person event will be given on a first come, first served basis. All other students will have the opportunity to sign up for a pre-recorded virtual tour and gift-box delivery for an at-home experience. This will also be the alternative if the event cannot be held in-person due to the pandemic.

There will be a total of 2,760 passes available for the in-person event. Anyone eligible for the vaccine must be fully vaccinated to attend in-person. Groups of 15 guests will start in 15-minute intervals. Event hours will be as follows for both weekends:

- **Friday:** 4:00 p.m. until 10:00 p.m. (20 groups of 15= 300 guests/Friday)
- **Saturday:** 12:00 p.m. until 10:00 p.m. (36 groups of 15 = 540 guests/Saturday)
- **Sunday:** 12:00 p.m. until 10:00 p.m. (36 groups of 15 = 540 guests/Sunday)

CRITICAL PATH

Task	Duration	Status
Obtain sponsorships		
Venue (Innovation Centre)	1 hr	
Decorators (Create a Scene)	1 hr	
Sound tech (Red River College Polytechnic)	1 hr	
Gifts/prizes/gift boxes (Chapters Polo Festival/McNally Robinson Booksellers/Red River Co-op)	1 hr	
Website designer (Red River College Polytechnic Creative Communications program)	1 hr	
Find Volunteers		
General Volunteers (Red River College Polytechnic/103.1 Virgin Radio)	3 hrs	
Prepare for event		
Pick up gift box donations (Chapters Polo Festival/McNally Robinson Booksellers)	2 hrs	
Prepare gift boxes	20 hrs	
Purchase sign materials	1 hr	
Create signs	2 hrs	
Purchase costumes	2 hrs	
Booking		
Book venue	1 hr	
Book decorators	1 hr	
Book sound tech	1 hr	
Book website designer	1 hr	
Book videographer	1 hr	

RUN SHEETS

Run Sheet: I Love to Read Month Volunteers (FRIDAY, FEBRUARY 18)

When: Friday, 18 February 4:00 p.m. – 10:00 p.m.

Where: Red River College Polytechnic - Innovation Centre (160 Princess St.)

Project Lead: Taylor Toews (mobile 204-362-7223)

Key Contacts: TBD

Time	Activity	Responsible
1:00 – 2:30 p.m.	Creating a Scene staff set up décor. Tech team set up sound systems. Volunteers set up games and gift stations.	Jones Rachel Smith Camryn
2:30 – 3:30 p.m.	Volunteers and guest readers are in position on each floor. Videographer films virtual tour.	Smith Camryn
3:30 p.m.	Floors are ready to go, tech team conducts sound check and noise levels on each floor	Jones Rachel
3:44 p.m.	Greeters are in position to welcome guests and vaccine checkers are in position to check QR codes. Ambient music is turned on. Volunteers and guest readers are in position on each floor.	Jones Rachel Smith Camryn Sarte Katelyn
3:45 p.m.	Doors open.	Toews Taylor
4:00 p.m.	First group tour begins on ground level (ends at 5:00 p.m.). Following tours begin in 15-minute intervals.	Toews Taylor
4:45 p.m.	Greeters are in position to say goodbye to guests.	Toews Taylor
9:00 p.m.	Final group tour begins. Entrance doors close.	Toews Taylor
10:00 p.m.	Final group tour ends, and all guests exit the building. Ambient music and sound systems are turned off.	Toews Taylor Jones Rachel
10:01 p.m.	Volunteers begin general clean up (ensure no garbage is left lying around and everything is in its place).	Jones Rachel
10:45 p.m.	Team ensures everything is in the right place for Saturday. End of night.	Toews Taylor

Run Sheet: I Love to Read Month Volunteers (FRIDAY, FEBRUARY 25)

When: Friday, 25 February 4:00 p.m. – 10:00 p.m.

Where: Red River College Polytechnic - Innovation Centre (160 Princess St.)

Project Lead: Taylor Toews (mobile 204-362-7223)

Key Contacts: TBD

Time	Activity	Responsible
2:00 – 3:30 p.m.	Creating a Scene staff set up décor. Tech team set up sound systems. Volunteers set up games and gift stations.	Jones Rachel Smith Camryn
3:30 p.m.	Floors are ready to go, tech team conducts sound check and noise levels on each floor	Jones Rachel
3:44 p.m.	Greeters are in position to welcome guests and vaccine checkers are in position to check QR codes. Ambient music is turned on. Volunteers and guest readers are in position on each floor.	Jones Rachel Smith Camryn Sarte Katelyn
3:45 p.m.	Doors open.	Toews Taylor
4:00 p.m.	First group tour begins on ground level (ends at 5:00 p.m.). Following tours begin in 15-minute intervals.	Toews Taylor
4:45 p.m.	Greeters are in position to say goodbye to guests.	Toews Taylor
9:00 p.m.	Final group tour begins. Entrance doors close.	Toews Taylor
10:00 p.m.	Final group tour ends, and all guests exit the building. Ambient music and sound systems are turned off.	Toews Taylor Jones Rachel
10:01 p.m.	Volunteers begin general clean up (ensure no garbage is left lying around and everything is in its place).	Jones Rachel
10:45 p.m.	Team ensures everything is in the right place for Saturday. End of night.	Toews Taylor

Run Sheet: I Love to Read Month Volunteers (SATURDAY)

When: Saturday, 19 February & Saturday, 26 February 2022, 12:00 p.m. – 10:00 p.m.

Where: Red River College Polytechnic - Innovation Centre (160 Princess St.)

Project Lead: Taylor Toews (mobile 204-362-7223)

Key Contacts: TBD

Time	Activity	Responsible
11:15 a.m. – 11:30 a.m.	Walkthrough of venue for any missed clean-up.	Jones Rachel
11:30 a.m.	Floors are ready to go, tech team conducts sound check and noise levels on each floor	Jones Rachel
11:44 a.m.	Greeters are in position to welcome guests and vaccine checkers are in position to check QR codes. Ambient music is turned on. Volunteers and guest readers are in position on each floor.	Jones Rachel Smith Camryn Sarte Katelyn
11:45 a.m.	Doors open.	Toews Taylor
12:00 p.m.	First group tour begins on ground level (ends at 1:00 p.m.). Following tours begin in 15-minute intervals.	Toews Taylor
4:45 p.m.	Greeters are in position to say goodbye to first tour group.	Toews Taylor
9:00 p.m.	Final group tour begins. Entrance doors close.	Toews Taylor
10:00 p.m.	Final group tour ends, and all guests exit the building. Ambient music and sound systems are turned off.	Toews Taylor Jones Rachel
10:01 p.m.	Volunteers begin general clean up (ensure no garbage is left lying around and everything is in its place).	Jones Rachel
10:45 p.m.	Team ensures everything is in the right place for Sunday. End of night.	Toews Taylor

Run Sheet: I Love to Read Month Volunteers (SUNDAY)

When: Sunday 20 February & Sunday, 27 February 2022, 12:00 p.m. – 10:00 p.m.

Where: Red River College Polytechnic - Innovation Centre (160 Princess St.)

Project Lead: Taylor Toews (mobile 204-362-7223)

Key Contacts: TBD

Time	Activity	Responsible
11:15 a.m. – 11:30 a.m.	Walkthrough of venue for any missed clean-up.	Jones Rachel
11:30 a.m.	Floors are ready to go, tech team conducts sound check and noise levels on each floor	Jones Rachel
11:44 a.m.	Greeters are in position to welcome guests and vaccine checkers are in position to check QR codes. Ambient music is turned on. Volunteers and guest readers are in position on each floor.	Jones Rachel Smith Camryn Sarte Katelyn
11:45 a.m.	Doors open.	Toews Taylor
12:00 p.m.	First group tour begins on ground level (ends at 1:00 p.m.). Following tours begin in 15-minute intervals.	Toews Taylor
4:45 p.m.	Greeters are in position to say goodbye to first tour group.	Toews Taylor
9:00 p.m.	Final group tour begins. Entrance doors close.	Toews Taylor
10:00 p.m.	Final group tour ends, and all guests exit the building. Ambient music and sound systems are turned off.	Toews Taylor Jones Rachel
10:01 p.m.	Volunteers begin detailed clean up (pick up garbage, sweep, ensure everything is put away) Creating a Scene takes down all décor. Sound systems are taken down and put away.	Jones Rachel Smith Camryn
11:00 p.m.	Team ensures everything is cleaned up and put away. End of night.	Toews Taylor

BUDGET

Tactic	Estimated Time Cost	Estimated cost, taxes included (\$)
Prep Work		
Gift box preparation*	20 hrs	\$5000
Gifts & Prizes*	5 hrs	\$2000
Gift box delivery (volunteer)	20 hrs	(fuel) \$500
Website creation*	4 hrs	\$500
Book character costumes	12 hrs	(8 costumes) \$400
Contact potential sponsors	4 hrs	—
Contact potential guest readers	2 hrs	—
Contact volunteers	4 hrs	—
Create signage	2 hrs	\$100
Book Venue*	4 hrs	\$3000
Prep Total	77 hrs	\$11,500
Event		
Decoration set up*	—	\$150
Sound tech set up*	—	\$500
Gift/prize table set up	(.5 hrs x 2 days) = 1 hr	\$50
Put up signage	(.5 hrs x 2 days) = 1 hr	—
Conduct videography	1 hr	—
Readings (Ace Burpee, Amber Saleem)	(26hrs x 2 weekends) = 52hrs/reader	—
Greet guests (4 volunteers)	(26hrs x 2 weekends) = 52hrs/volunteer	—
Guide tours (8 volunteers)	(26hrs x 2 weekends) = 52hrs/volunteer	—
Coordinate games (4 volunteers)	(26hrs x 2 weekends) = 52hrs/volunteer	—
Take photos with students (8 volunteers)	(26hrs x 2 weekends) = 52hrs/volunteer	—
Clean up (5 volunteers)	(2.5hrs x 2 weekends) = 5hrs/volunteer	—
Decoration take-down*	—	\$150
Event Total	1615 hrs	\$850
Virtual Event		
Monitor website (1 volunteer)	(26hrs x 2 weekends) = 52hrs	—
Virtual Event Total	52 hrs	\$0
TOTAL	1744 hrs	\$12,350

See following page for sponsorship details...

*** = Sponsored/Donated**

We will be reaching out to Chapters Polo Festival, McNally Robinson Booksellers, and Red River Co-op to request donations of gift boxes, gifts, and prizes. Website creation and videography will be done by Creative Communications students at Red River College. We will request donations of venue space and sound tech from Red River College Polytechnic to promote awareness of their new Innovation Centre and recent rebranding. We will reach out to Creating a Scene to see if they would be willing to donate their decorations and coordinate setup.

EVALUATION

Moving forward after the event, we will do the following:

- Conduct a survey sent out to the emails obtained through sign-up asking for thoughts and feedback on the event
- Compile final numbers of both virtual and in-person attendees to compare to overall number of students to see how many we effectively attracted
- Conduct a general survey on social media to gauge overall awareness of the event
- Compare the estimated budget with the final budget to see if we were over or under spent

These tactics will help us gauge the overall effectiveness of our efforts in getting kids excited about reading, running an accessible event, and reaching as many Manitoban students as possible.