



Employment Application for Event Manager

The Calpaca Board invites you to be considered as the Event Manager for the Gold Country Gathering, October 18-19, 2014 in Grass Valley CA. The event manager is also required to be in Grass Valley on October 16 and 17, 2014 for show set-up and Exhibitor check-in.

Please complete the following information and attach separate addendums as needed.

Name:
Address:
City, State and Zip
Phone:
Cell Phone:
Fax:
Email:
AOA Show Division Number:

Please submit this form and any addendums to calpacaboard@gmail.com, with a hard copy sent to : Lisa Beatty, Rockstar Alpacas, 16440 Bonney Road, Royal Oaks, CA 95076

Submissions should be received by: **March 15, 2014**

Pre-Show Details:

- Venue preparation for the event - including delivery of materials from the suppliers to the show. Show infrastructure is built (Thursday October 16) Sponsors, volunteers and vendors arrive on (Thursday late afternoon) for check-in and set-up. Exhibitors check-in and set-up on Friday, October 17, 2014. The show is open on two days, Saturday October 18 and Sunday October 19 to the public. Monday, October 20, 2014 is strike day and all suppliers pick up materials and rental equipment.
- Media Promotion based on budget and access to local outlets. Including free advertising, and eblasts via AOA.

Budget

- Event will have a budget of (to be determined).
- All revenue for the show must be generated by the show and/or ancillary activities.

Position Overview

- Reporting to the Calpaca Board of Directors, the Event Manager is responsible for planning and auxiliary events within the show for the Calpaca Association. He or she will also be responsible for all operational, implementation and post-event activities.

Requirements of Show:

The Event Manager will have the following responsibilities:

- Determining the scope of the event (i.e., size, seminars, type of show, sale, vendors, other). Examples: halter and/or fleece show, clinics and workshops, shearing available, social events, fiber events, auctions, etc. Work with the Calpaca Board, to establish event goals, objectives and specific implementation plans.
- Prepare the event budget with the assistance of the BOD
- Booking venue that has been approved by BOD
- Contact & Contract appropriate numbers of Judges (Calpaca Board to have final approval of judges)
- Arranging for and organize volunteers & paid staff. For positions selected to be paid staff, solicit RFP's & sign contracts [possible paid positions: Halter and Fleece Show Superintendent, Show Program Editor – Calpaca board to have final approval of RFP's.
- Work closely with the Halter and Fleece show superintendents to oversee and facilitate event registration processes including paid registration service if needed.
- Plan for and manage security for the event
- Establish communication protocols and operating procedures with planning committees, volunteers and paid staff
- Manage directly or (set goals and direct volunteers that manage):
 - Marketing/Advertising & Promotion for the show [Marketing/Promotions to ensure that show receives optimal media coverage & attendance]
 - Barn Management [Show layout, labor to set show up and break down]
 - Vet Check Team
 - Compliance Check Team
 - Show Ring Team [Ring Steward, Gatekeeper, Announcer, Recorder and distribution of ribbons]
 - Sponsorships Coordinator
 - Herd Sire Auction Coordinator
 - Ribbon Coordinator
 - Signage and Banners
 - Traffic Coordinator
 - Audio Equipment Coordinator*
 - Silent Auction Coordinator *
 - Fiber Arts Coordinator*
 - Clinics/Workshops Coordinator*
 - Vendor Coordinator*
 - Social Event Coordinator*
 - Arranging for concessionaires.
 - Hospitality Table
- Handling all the monies for the show both income and disbursements, including final accounting of said monies to the Calpaca Board 60 days post show with periodic updates to the Treasurer in the months leading up to the event.
- Arranging accommodations and transportation to and from the show for the Judge and/or the Apprentice Judge if requested by the Judge or the Apprentice Judge to do so and the Halter Superintendent.
- Arranging transportation for the Judge and/or Apprentice Judge from the hotel to the show grounds and the Halter Superintendent
- Ensuring that the Judge's and/or Apprentice Judge's needs are met during the course of the show.
- Ensuring that the show ring(s) and staging area(s) are adequate for the show level.
- Certifying the event with AOA.
- Be a farm member of AOA and a member of the AOA Show System.
- Conduct post-event debriefing sessions.
- Provide post-event analysis, budget recaps and participant feedback and incorporate learning into future plans.
- Develop event reports and distribute as required to sponsors, participants and the BOD

In addition to the specific duties and responsibilities listed above the Event Manager shall follow the show guidelines as set forth in Part 4 Show Positions and Officials, Section D. Ethics Relating to Show Event Coordinator of the 2014 Show Division Handbook.

Technical Requirements:

- Strong computer skills and or access to volunteers/ staff who do possess necessary skills
 - o Proficient in word processing
 - o Proficient in creating spreadsheets and reports
 - o Have the ability to quickly learn new applications such as the Registration software

Experience and References

List any AOA Certified Shows and/or other Shows & Show Associations with whom you have contracted or acted in a volunteer nature within the past 24 months, including a name as a point of Reference for each show. Please provide all information for each show. (If you require more room, you may attach an addendum).

Name of Show

Dates of Show

Position contracted or volunteered at show (Pls. note whether contracted or volunteer position)

Type of Show (Halter, Fleece, Performance, other)

AOBA Certified Show (Y/N)

of Entries

of Judges

of Rings

Reference Name, Telephone # and email

Fee for managing the Alpaca Show shall be \$1000.

Selection of Calpaca Event Manager will be made by the Calpaca Board and will be relayed to submitters by no later than 7 months prior

Thank you for your interest.

Calpaca Board