



## Westboro FUSE Street Festival August 15-16, 2020

Whiskeyjack Media is incredibly excited to again be the Event Management Partner for the 2020 Westboro FUSE Street Festival, a production of the Westboro Village BIA. Building upon the successes of 2019 and utilizing member feedback, we're keen to help the BIA create a quality event for the festival's fifth anniversary. The following is a draft overview to give a semblance of timelines in the months ahead:

### January 2020

- Facebook Event Page Launched
- Festival Budget Allocated
- Online Member Participation Form Done

### February 2020

- Goals Set for Festival
- Online Vendor/Marketplace Form Done
- Sponsorship Opportunities Determined
- Entertainment Booking Commences
- Social Media Campaign - Phase I Begins
  - *Lighter Focus: Notices for Businesses, General Promotion, Sponsorship Opportunities, 2019 Highlights, Feedback Requests from Public & Members, Etc.*

### March 2020

- Event Suppliers Established

### April 2020

- General Site Map Established (Prior to Member Activations)
- All Media Partners Established
- Member Kit Posted to Website
- Submit Event Plan Documents to City

### May 2020

- Majority of Entertainment Booked
- Site Map & Programming Areas Distributed to BIA Members for Planning
- Social Media Campaign - Phase II Begins
  - Frequency Doubled & More Specific: Entertainment, Member Activations, Sponsor Highlights, Key Logistics Info, Etc.

### June 2020

- Majority of Member-Driven Deals & Activations Submitted to BIA
- All Entertainment Booked

### July 2020

- Entertainment Schedules Complete
- Final Site Map Established

### August 2020

- PR Campaign & Media Launch Event
- Festival Weekend (August 15-16)
- Debrief & 6th Anniversary Planning for 2021