



Event Planning

Denny Luke, Northern Area Chair





What can you
expect to get
out of this class?

- Different type of events your Chapter may host
 - Legal Requirements
 - Considerations
- 

Type of Events

Fun Run or Overnight Fun Run

Small Charity Ride i.e. Poker/Dice Run etc.

Large Charity Ride

Escort i.e. Funeral, Dignitary, etc.

LEO escorted Rides

In house dinner, fundraiser, Party

Fun Run

- Will it be a day ride, or will it include a layover for one or more nights?
- Will only your Chapter members be attending?
- Will other Chapter members be attending?
- Will non-ALR members be attending?
 - Obtain Waiver from the ALR website.

Check the ALR website Resource Page for your administrative needs.

AMERICAN LEGION RIDERS: RESOURCES

Homepage > Programs & Services > American Legion Riders > Resources

AMERICAN LEGION RIDERS

- From the Chairman
- About
- Contacts
- Raffle
- Highlighted Events
- Capture the Plaque
- Chapter of the Year
- News
- Calendar
- Starting a Chapter
- Resources
- Photo Gallery
- Officer Reporting
- End of Year Reporting
- Join Mailing List
- Shop ALR
- Support Us

Resources

2022 ALR Fall Conference Resources

General Session Presentation	
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2022 ALR Convention Resources

General Session Presentation	Strategic Partners List
Missing in America Project	

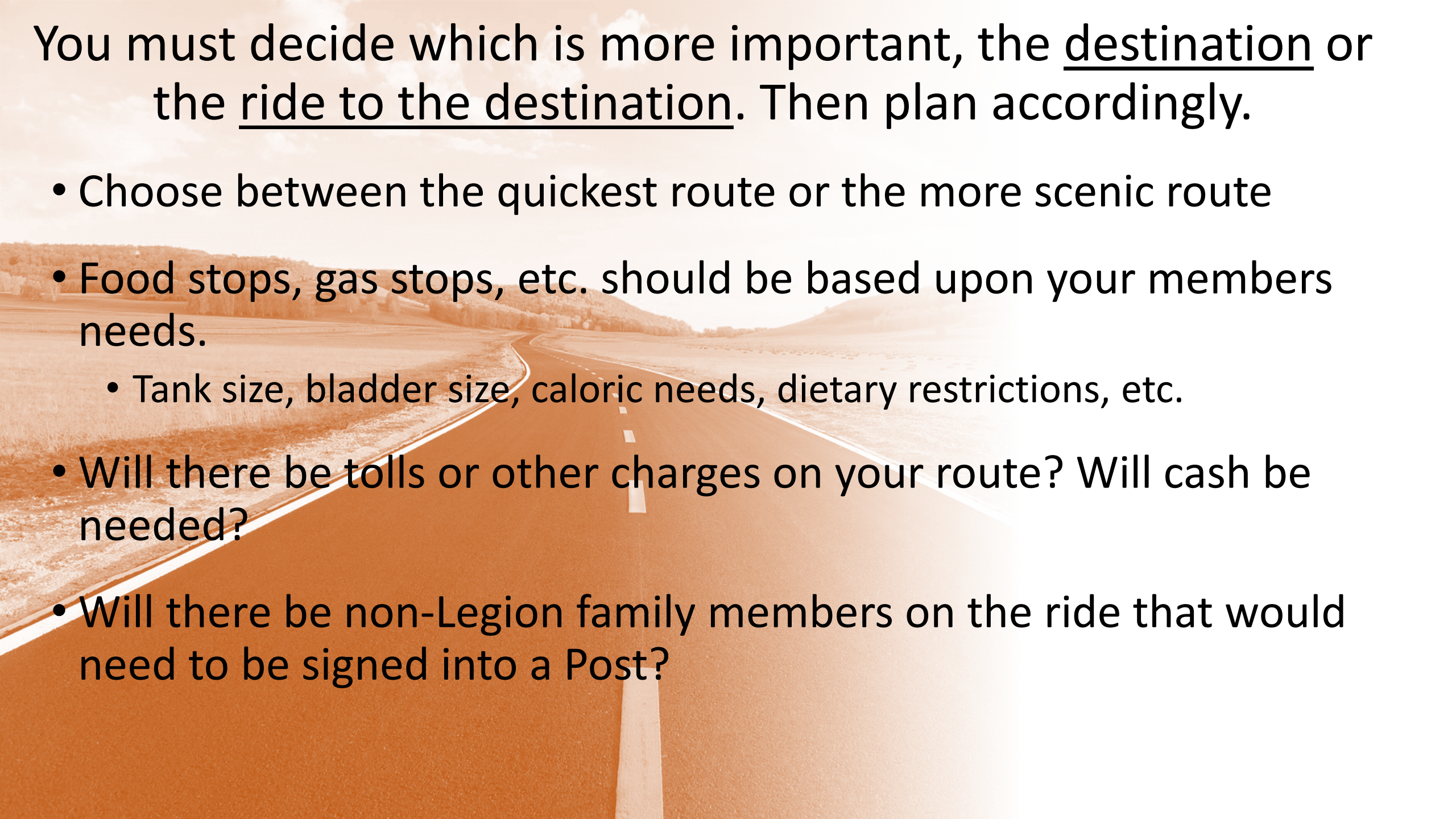
General Resources

50 Tips for Better Leadership	Approval Letter
Chapter Standard Operating Procedure	Stand Operation Procedures Acknowledgement
Emblem Usage Request	Emergency Medical Record (EMR)
Liability Waiver	Liability Waiver Signature Page
Installation Ceremony	Meeting Minutes Example
Meeting Template for Adjutant	Membership Application
ALR Membership Cards	Name and Emblem Guide
Rules and Regulations: Name and Emblems	Officer Report
Patch Requirements	Sgt-at-Arms Manual
Standing Rules	Start Up Letter Template
Start Up Procedures	Volunteer Tracking Form
Zone-Area-District Map	

Scholarships

Applying for Scholarships	Non-Traditional Student
Department Memorial	Samsung
National Children of Warriors	Scholarship Requirements

Attend the ALR Website Class to learn what the site offers.

A background image of a winding asphalt road through a hilly landscape, tinted with a warm orange color. The road has a dashed white center line and solid white edge lines. The hills in the background are covered in sparse vegetation.

You must decide which is more important, the destination or the ride to the destination. Then plan accordingly.

- Choose between the quickest route or the more scenic route
- Food stops, gas stops, etc. should be based upon your members needs.
 - Tank size, bladder size, caloric needs, dietary restrictions, etc.
- Will there be tolls or other charges on your route? Will cash be needed?
- Will there be non-Legion family members on the ride that would need to be signed into a Post?

Charity Ride

- Small Poker/Dice Ride
- Large Poker Dice Ride
- Paid Fun Run



BE REALISTIC IN ESTIMATING THE
NUMBER OF ATTENDEES.



A LARGE EVENT WILL REQUIRE MORE
MEMBER ASSISTANCE.



WILL YOU BE SERVING FOOD? GAMES?
ENTERTAINMENT?



WILL IT REQUIRE RESOURCES FROM
OUTSIDE YOUR POST?



YOU MAY WANT TO ESTABLISH A
COMMITTEE WITH MEMBERS
RESPONSIBLE FOR INDIVIDUAL TASKS.

Remember as an
Event
Coordinator or
Chairman you
do not need to
do or know how
to do
everything.

It is your job to recruit, assign and motivate talent.

Assemble a good team. Assign goals and timelines holding them accountable.

Offer feedback on what is right or any desired change of direction.

Keep them focused on their area of responsibility.

POKER RUN Duties

Put together Door Prize/Sponsor Bags		
<u>SET-UP</u>		
Pick up Meats		
Pick up Fixins		
Fence		
Table/Chairs		
Bar		
Flags/Banner		
Porto-lets		
<u>Registration</u> (2)		
<u>Cards</u> (1 per location)		
American Legion Post 129		
Reni's Redneck Yacht Club		
The Steel Pony		
Hooters at Tinseltown		
Post 316		
<u>Chicken Drop</u>		
<u>50/50</u>		
<u>Kitchen</u>		
Cook (2)		
Servers (3) Outside		
Servers (3) Inside		
<u>Tear Down / Clean – up</u>	All Hands!!!!!!	

Create your own Responsibility Form tailored for your specific event.

Most are comfortable using Excel or Word to create forms.

List the tasks and who is responsible for completion.



Date and Time of Event

**ENSURE YOU CHECK FOR OTHER EVENTS SCHEDULED FOR THE
SAME DAY and/or TIME!!!**

- Do not step on other events especially ALR Chapter events in your area!
- Some Districts require (and all should in my opinion) their Chapters to submit their event and date to the District leadership for approval/acknowledgement.
- Generate a Pre- Event Notification Form.
- Deliver the Notification Form to all establishments involved in your event.
- Get the contact information of the Post Commander, Canteen Manager, Owner/Manager of establishment.
- Give them a copy of the Notification Form and give them your contact information.

American Legion Rider Chapter 316

Event Notification Form

ALR 316 Director _____ is pleased to announce our Chapter will be having a Charity event scheduled on, day/month/year . We anticipate having approximately number of participants attend this event. We anticipate arriving approximately time and departing at approximately time . Will your establishment to be a part of this great event?

Your organization's contact info:

Name: _____

Address: _____

Phone #: _____

Email: _____

POC Name: _____

POC Contact info: _____

Will you agree to be a supporter of our event.

Yes _____ No _____

Canteen manager's name _____

Canteen manager's signature _____ Date _____

Yes _____ No _____

Post Commander's name _____

Post Commander's signature _____ Date _____

If you agree to support our event it is understood your facility will be open, fully available to participants and properly staffed for the number of estimated participants.

Are there any special considerations we should be aware of on the day of the event?

Yes _____ No _____ if yes please list them below.

Our contact information for this event is as follows:

POC Name: _____

Address: _____

Email: _____

Cell #: _____

Create your own Notification Form tailored for your specific Event.

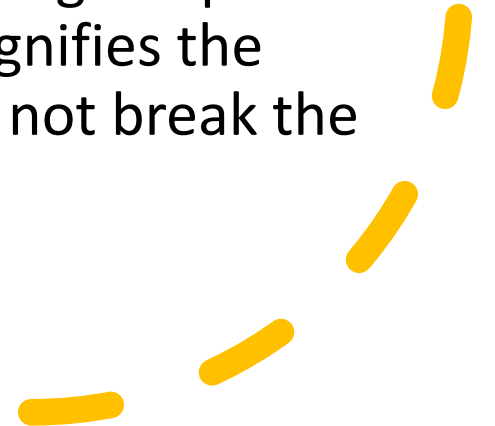
I suggest you complete 2 forms giving one to the establishment and retain the other for your records.

I normally take a pic of the completed form with my phone.

ALR Escort Rides

- Be advised - The ALR does not have the authority to violate any public traffic regulations.
- Officially we can not block intersections or run red lights.
- Most LEO's will not intervene with an ALR Escort especially a Funeral Escort.

Encourage all members in the entourage to put on their flashing lights. This normally signifies the group is together and others should not break the line.



Law Enforcement Officer (LEO) Escorted Rides

Contact your local law enforcement agency to inquire about their requirements and availability.

- In smaller communities, Posts may have a friendlier relationship with LEO than in larger cities, therefore it may be easier to obtain LEO assistance.
- What are their jurisdiction limitations, can they escort for the whole Ride?
- Will they work with other LEO's from other jurisdictions?
- What will the cost be and how will the invoice be paid?

In House Dinner, Fundraiser or Party

- Ensure you clear your event with the Post leadership and get it on the Post calendar.
- Will it be held inside or will it be outside?
- Will you need the use of the kitchen?
 - *Do you need a Food Handling Certification? If so, attend the FHC class being offered at Summit.*
- Will you need a Special Permit or any type of city/county permit?

Regardless of the type of event you are planning,
all events have a lot in common.



Planning

Communication

Cooperation

You need knowledge of the rules & regulations
surrounding your event for your community.



Communication is vital and appreciated!

- Communicate with the establishment your expectations, needs and desires. Maybe you would like the establishment to provide a lite snack or maybe nothing because your next stop is a food stop.
- A couple days prior to the event call or visit all entities involved.
 - *Having the original signed notification form handy will prevent a lot of finger pointing !*
- While on the Ride, call the next stop prior to departure. Give them the approximate number of Riders and estimated arrival time.

Advertisement

- Create an Event Flyer as soon as possible.
- Create a Facebook Event Page as soon as possible.
- Use QR codes – there are many free apps
 - Google has one that's accessible on Chrome.

Event Flyers

Remember to create your Flyer as if everyone reading it is from out of State.

- Include an address and phone number for all stops on the flyer or score sheet.

Be aware of The American Legion Trademark Restrictions and in good taste with no foul language, nudity, etc.

There are a lot of good and free flyer maker software applications on the web. Find one you are comfortable with and use it.

Top 10 Online Tools For Making Professional Flyers

- 1: Canva
- 2: Stencil
- 3: Adobe Spark
- 4: VistaCreate
- 5: Piktochart
- 6: Visme
- 7: MyCreativeShop



A Good Free & Easy to use Flyer Website is: postermymwall.com

The screenshot displays the PosterMyWall website interface. The top navigation bar includes links for 'My Stuff', 'Templates', 'Promote', 'Discover', and 'Pricing', along with a search bar and a 'Create' button. The left sidebar contains a 'My designs' section with a '+ New folder' button and a 'New design' button. Below this, there are links for 'My emails', 'My social posts', 'Content Planner', 'Web pages', 'Team', 'Brand Kits', 'Order history', and 'Trash'. The main content area shows a grid of various event flyers, including 'The Military Child Table Setting', 'ABC School Auxiliary Basic Concepts', 'FOUR CHAPLAINS PROGRAM', 'Save the Date Jan. 28, 2023!', 'SATURDAY COOKOUT', 'CHRISTMAS PARTY', 'NEW YEAR'S EVE CELEBRATION', 'Department President's Dinner', 'Ugly Sweater Contest', 'AUXILIARY CHRISTMAS PARTY', '5TH DISTRICT AUXILIARY PAJAMA MEETING', 'Octoberfest Dinner', 'BREAKFAST & JAGS', 'GOLF TOURNAMENT', and 'Halloween Party'. Each flyer is a colorful and detailed design for a specific event.

create flyers - Google Search x My Stuff | PosterMyWall x +

postermymwall.com/index.php/posters/mine#/designs

postermymwall My Stuff Templates Promote Discover Pricing Try 'sale flyer' Create

My designs My emails My social posts Content Planner Web pages Team Brand Kits Order history Trash

All Shared with me Favorites

Search your designs

+ Add new

+ New folder

Designs

+ New design

Copy of Hero Discount

Copy of A3 back to school poster

four chaplains day

the 50's poster template

Copy of motorcycle event flyer

Copy of Christmas Party Flyer

Copy of New Years Flyer

Copy of Paint and Sip Party

Copy of Ugly Sweater Flyer

Copy of Christmas

Copy of Christmas Eve Pajama ...

Unlock unlimited creativity Get unlimited downloads & more with PosterMyWall Premium Upgrade

Basically, nothing can touch or be superimposed on our Emblems

The American Legion Name and Emblem Use and Protection Guide



<https://www.floridalegion.org/wp-content/uploads/2018/09/Name-Emblem-Guide-WEB.pdf>



Event Flyers

Consider the colors you use on the Flyer. This is important for 2 reasons:

- Color printer cartridges are not cheap.
- You do not want your information to get lost in a sea of color.
- The viewer needs to immediately see the “Who, When, Where, What & Why” Don’t have similar background and print color as it will all bleed together.
- Upload your Flyer to every website you can find and drop off at all motorcycle high use locations.

Bad example of a flyer

Do you know where to go to register?

What are the stops?

Where is the afterparty?

RUSHVILLE - SHELBYVILLE - GREENSBURG



June 30th

POKER RUN

ALL BIKES WELCOME!!

BIKE SIGN IN AT SPORTSMAN'S BAR IN RUSHVILLE 11 AM
BIKE RUN BEGINS AT NOON
BIKE RUN ENDS AT THE WESTSIDE BAR IN RUSHVILLE
RUN TIME APPROX. 4 HOURS - \$10 PER RIDER

GREENSBURG ROCK BAND THORN 4 MEMORY PERFORMING LIVE	SPONSORED BY 
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PUBLIC EVENT HELD AT THE WESTSIDE BAR
- HOG ROAST - RAFFLE - AUCTION -
GAMES - 2 LIVE BANDS - 50/50 DRAWING

JANELLE (CAMERON) BEDEL
IS A 31 YR OLD MOTHER FROM RUSHVILLE.
SHE HAS BEEN DIAGNOSED WITH A VERY RARE
CANCER AND APPRECIATES YOUR SUPPORT !

WWW.JANELLESJOURNEY.FREESERVERS.COM

Considerations



Permits



Fees



Insurance



Advertisement



Notification to Post and/or participating establishments



Route Planning



Entertainment and/or food



Hotel accommodations

Permits

- Each municipality is unique unto themselves, however, most only require an event permit if blocking a street(s).
- Most motorcycle events are considered a rolling street blockage so therefore do not require a city permit.
- Be aware, if you are requesting a LEO escort you may want to consider paying for a permit which LEO will give preference to.



Will you need a temporary permit to sell alcohol during your event? Know the laws of your City/County

- Will your event will be within the confines of your Post?
- Will it be in your Post parking lot which is not enclosed? If so, you may be required to obtain a Special Permit or Permits.
- The Department of Business & Professional Regulation will issue a Special Temporary Alcohol Permit for a maximum of 3 days for a single event. Your organization is limited to 12 events per year. The current cost is \$25.00.



ALCOHOLIC BEVERAGES & TOBACCO – TEMPORARY PERMITS

Temporary Permits for One, Two, and Three Day Events and Associated Special Acts

Pursuant to section 561.422, Florida Statutes, upon the filing of an application and payment of a fee of \$25 per permit, the division may issue a permit authorizing a bona-fide nonprofit civic organization, charitable organization, municipality, or county to sell alcoholic beverages for consumption only on premises for a period not to exceed 3 days, subject to any state law or municipal or county ordinance regulating the time for selling such beverages. Any such civic organization, charitable organization, municipality, or county may be issued up to twelve temporary permits per calendar year, except in those counties or cities with special acts governing the number of permits allowed annually.

Information regarding the cities and counties with applicable special acts can be found at:

Temporary Permits – Special Acts

- Applicants may [apply online](#) or [submit an application](#) with a \$25 check or money order, online, by mail, or hand delivery, to a Division District Office serving the location of the licensed premise address at least seven days prior to the first day of the planned event to ensure the permit is issued by the requested event date. A list of the Division's Licensing District Offices can be found at:

Local ABT Licensing Offices

- The application will be reviewed and if there are no deficiencies the permit will be issued. The division will notify the applicant in writing of any deficiencies. The applicant may also schedule an appointment with the district office and if there are no deficiencies the permit will be issued at the appointment.

Alcoholic Beverages & Tobacco

Division Home

News and Notices from the Division

Regulatory and Compliance Resources

Daily License Status & Reporting Data

Licensing

Auditing & Tax Collection

Law Enforcement

Join Our Team

Contact AB&T

Quick Links


- [FAQs](#)
- [Forms and Publications](#)
- [Statutes & Rules](#)

Need Help?

All requests for publications, documents, forms, applications for licenses, permits and other similar certifications can be obtained by contacting the Customer Contact Center.

Sterling Whisenhunt, Director

Fees



Will there be
any associated
fees with your
event?

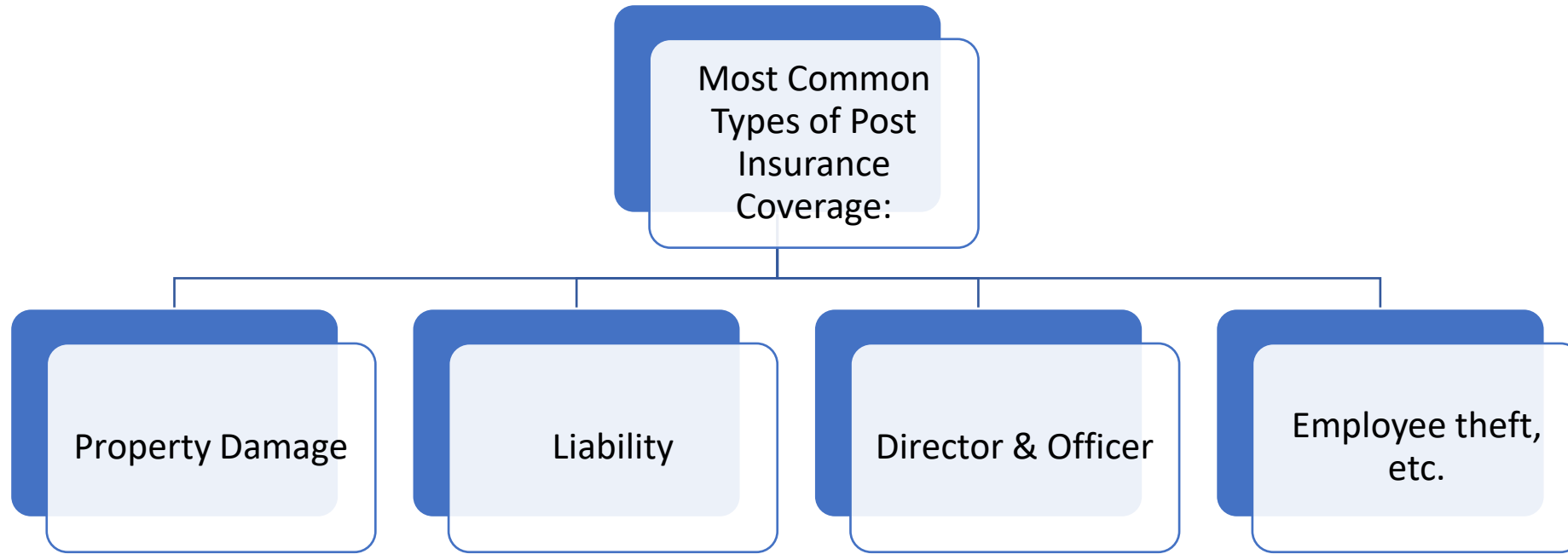
What are they,
how much are
they, who pays
them and how
do you pay
them?

Insurance Requirements

It has always been recommended if you are having a special event, you should request an insurance rider on your Post liability insurance to cover your event.

These insurance riders are of minimal cost and well worth the time and expense.

If your event is involving any other entities other than your Post, they may well require you to indemnify them on your policy and provide them with a copy of your insurance rider.



Sons of the American Legion Squadron and American Legion Riders Chapter should be indemnified on the Post policy.

Ask your Commander what insurance coverage the Post maintains on the property and the members.

Typical Event Insurance Limit Requirements

General Liability

\$1,000,000.00

Property Damage

\$1,000,000.00

Personal Injury

\$1,000,000.00

Media and Advertising

- Create a Media Release.
 - Be Short & Concise
- Write a short narrative of your event to accompany your Media Release.
 - The who, what, when, where & why about your event.
- Post your event on the Department website, District website and Post/Chapter website.
- Upload your Event to all motorcycle centric websites.
- Present your Media Release and narrative to every news organization in your area.

TAKE PICTURES & VIDEOS

Write

Write a short story about the Event.

Upload

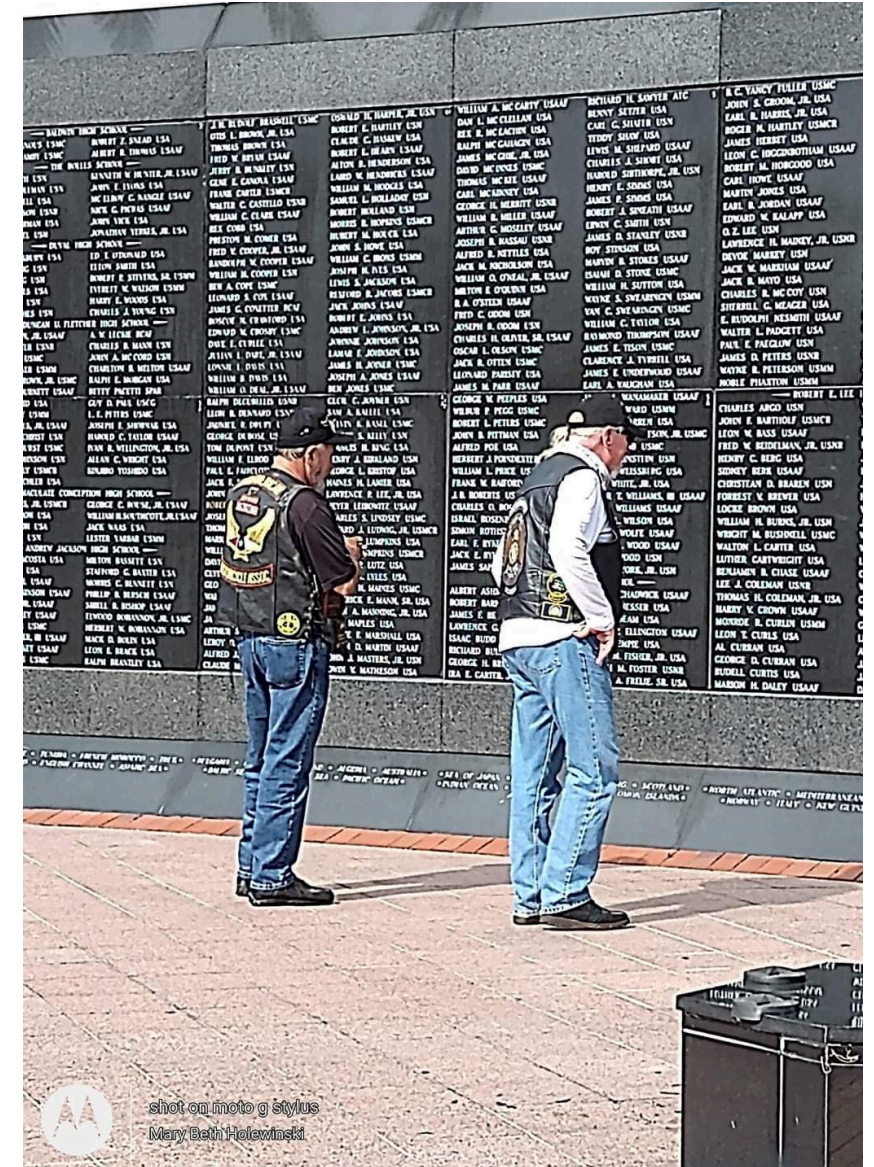
Upload the pictures & videos to an event album.

Create

Create a story on Facebook, Instagram, YouTube, Twitter, Snapchat, etc.

Link

Link your event album to your story.





I asked Scott Butler, an editor with the Times Union newspaper in Jacksonville how we could better get our stories posted.

His response:

“It’s pretty much just like we’ve always been taught as Journalists about the five W’s and an H.

Just be sure to include the who, what, where, when, why, and how of your event.

For us it’s also about the local angle because newspaper staffs are dwindling down to nothing these days.

So we’re pretty much going to ignore it unless there’s a good local peg. Also, think about anything you can provide that would make it easier to cover or write up, because our resources are pretty thin.

Things like quotes, contacts and photos are a must.”



Legal Issues

Gift Tax

- IAW IRS Pub 525 & 709 - \$16,000.00 can be gifted to an individual per year up to 12.6 million per lifetime.
- In the event you gift is in excess of the upper limit, the tax burden is on the donor not the giftee.
- If you exceed the \$16,000.00 limit, your organization must file a gift tax Form 709 with the IRS. The rates range from 18% - 40%



Wording Matters

Events cost money! How will they be paid?

- Most organizations solicit donations or sponsorships.
 - If you state 100% of your donation will be going to the charity, 100% of the donation or sponsorship must go to the charity.
- Decide during the planning stage what fund(s) will be used to support the event. If on your flyer you state, all money raised will be donated then you are locked into donating the gross - not the net proceeds raised.
- The term “profits” implies only the net revenue will be donated.

Florida Gambling Statutes Title XLVI, Chapter 849

Section 849.0935 does not prohibit an organization from conducting “Drawings By Chance” if they comply with all provisions in chapter 496 (Solicitation of Funds)

- All brochures, advertisements, notices must conspicuously disclose:
 - The rules of the drawing.
 - The full name of the organization and location.
 - The source of funds used to award or purchase prizes.
 - That no purchase or contribution is necessary to obtain a ticket.
 - The date, hour, & place of the drawing & prizes awarded.
 - Exception would be any drawing not offered to the public more than 3 days prior to the drawing.

Create an event binder with copies of everything pertaining to your event.



Next year it would be nice to know quantiles, costs & contacts.

In Summary

- Decide the type of event
- When and where
- Will an Event Committee be needed?
- Will permits or insurance riders be required?
- What will the event cost and how will it be funded?
- Promote the Event
- Record and publish the Event on Social Media.
- Perform a debrief as soon as possible while everything is fresh in everyone's mind.
- Start planning for your next years Event!