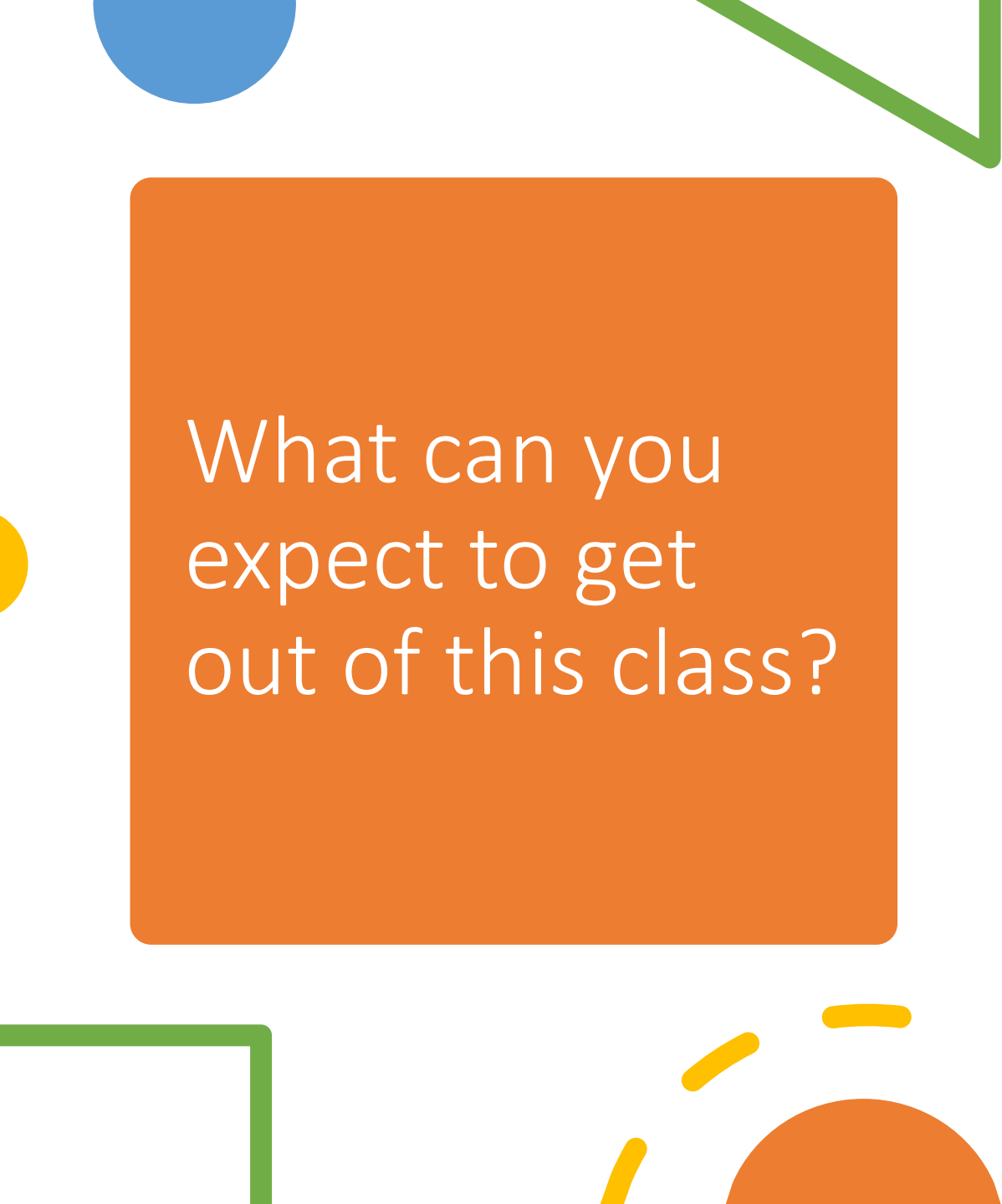


# 2026 Summit Event Planning Class

By Denny Luke





What can you  
expect to get  
out of this class?

Today we intend to cover:

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

# Type of Events

Fun Run or Overnight Fun Run

Small or Large Charity Ride ie Poker/Dice Run etc.

Escort ie Funeral, Dignitary, etc.

LEO escorted Rides

In house dinner, fund raiser, 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?
  - Waivers can be downloaded from Dept website?

Check the AL  
& 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

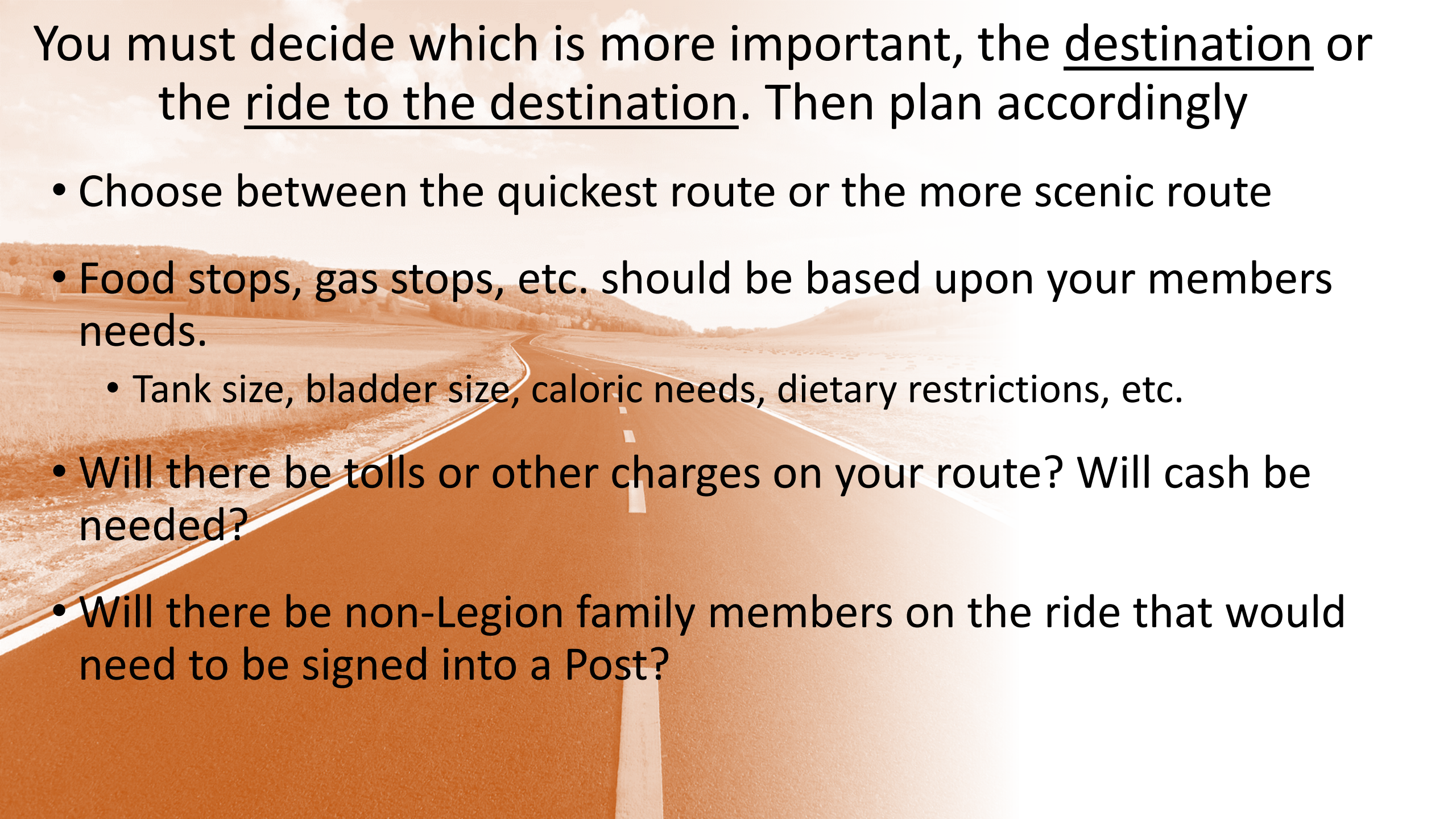
50 Tips for Better Leadership   	Approval Letter    
Chapter Standard Operating Procedure   	Stand Operation Procedures Acknowledgement    
Emblem Usage Request 	Emergency Medical Record (EMR)   
Liability Waiver    	Liability Waiver Signature Page    
Installation Ceremony   	Meeting Minutes Example   
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.





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?

BE REALISTIC IN ESTIMATING THE  
NUMBER OF ATTENDEES.



A LARGE EVENT WILL REQUIRE MORE  
MEMBER ASSISTANCE



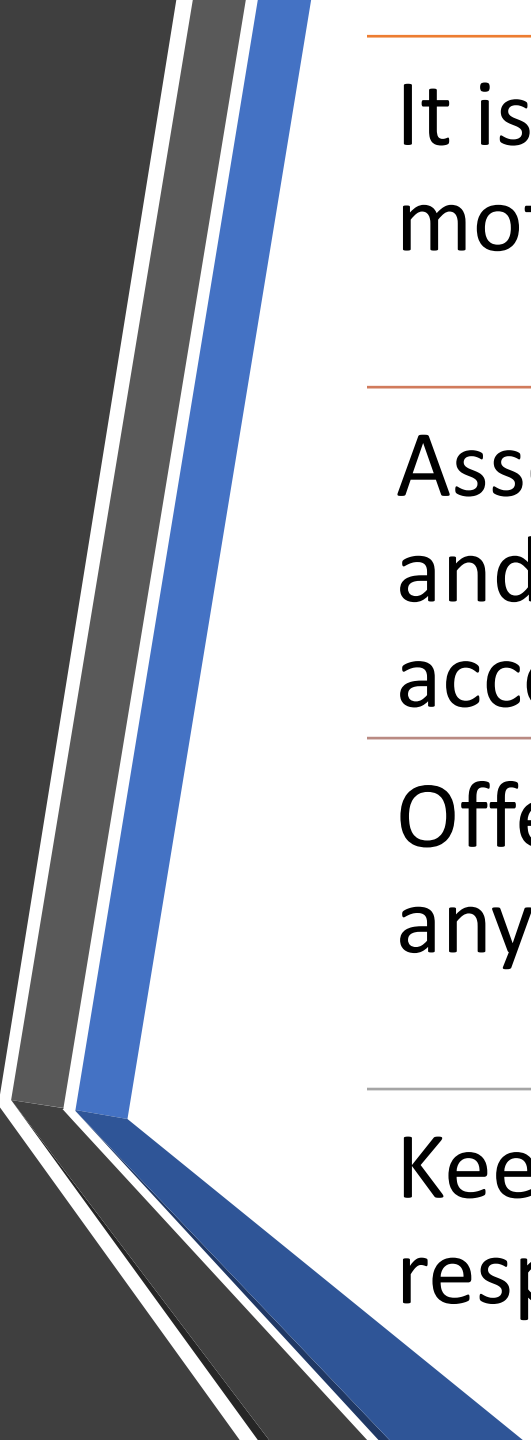
WILL YOU BE SERVING FOOD? GAMES?  
ENTERTAINMENT?



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.

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It is your job to recruit, assign and motivate talent

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

---

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

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Keep them focused on their area of responsibility.



## POKER RUN Duties

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

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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 which meets the requirements of: FL Escorts Statute Title XXII, Motor Vehicles, Chapter 316

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, Post's may have a friendlier relationship with LEO than in larger cities, therefore it may be easier to obtain LEO assistance....for free!
- 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, Fund Raiser or Party

- Ensure you clear your event with the Post leadership and get it on the Post calendar
- Will it be inside or will it be outside
- Will you need the use of the kitchen
  - *Do you need a Food Handling Cert?*
- Will you need a Special Permit or any type of city/county permit

Regardless of the type of event you are planning, all of the above 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

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- 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 or picture 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, then share, share, share it!
- Use QDR codes – there are many free app's
  - 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.



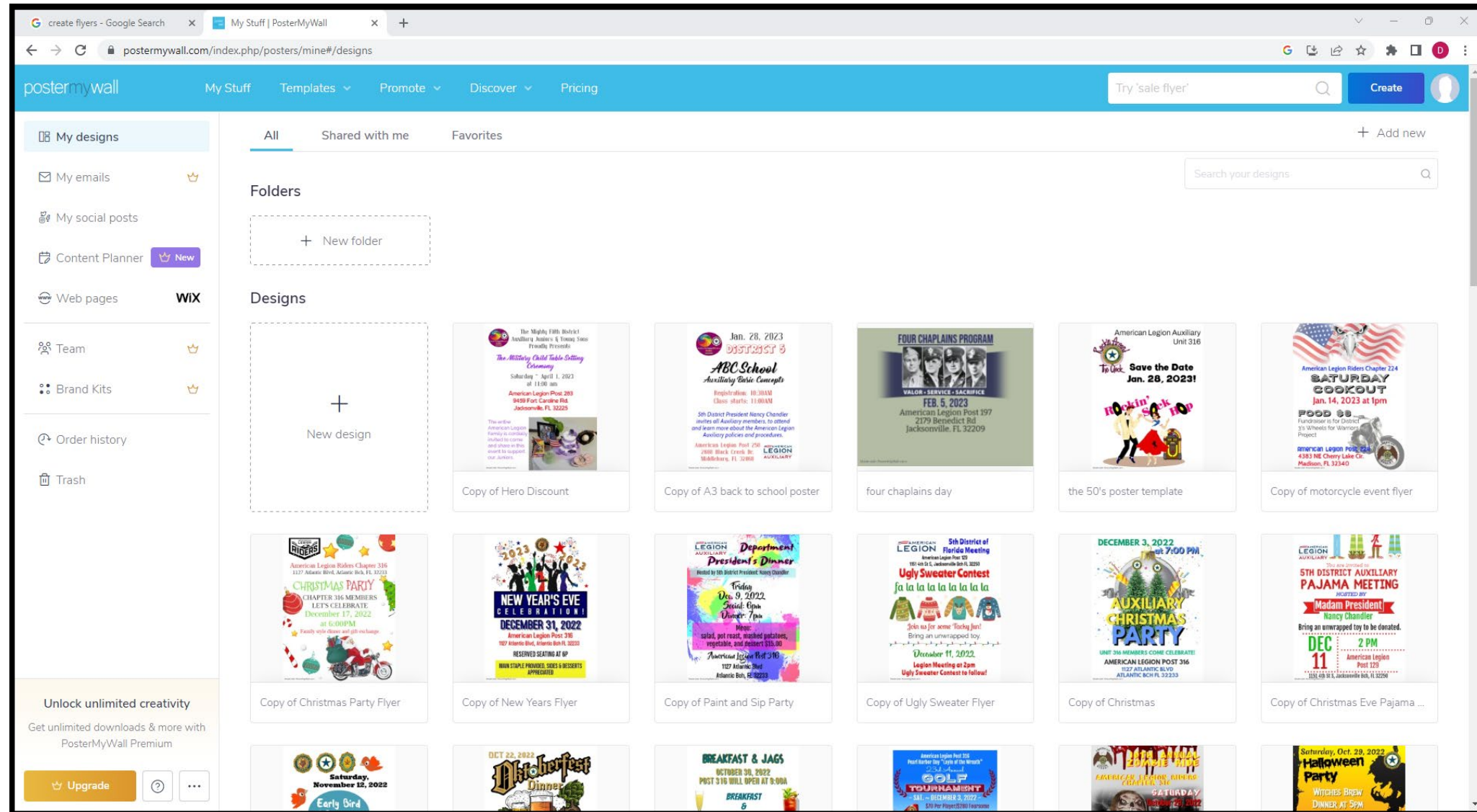
There are a lot of good and free flyer maker software applications on the web. Find one you are comfortable with and use it.

## Some 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



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

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

- Color printer cartridges are not cheap
- Also, 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



**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

<b>GREENSBURG ROCK BAND</b> <b>THORN 4 MEMORY</b> <b>PERFORMING LIVE</b>	<b>SPONSORED BY</b> <b>Budweiser</b>
--	---

**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?



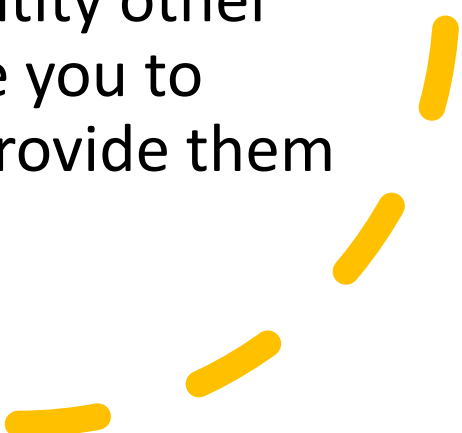
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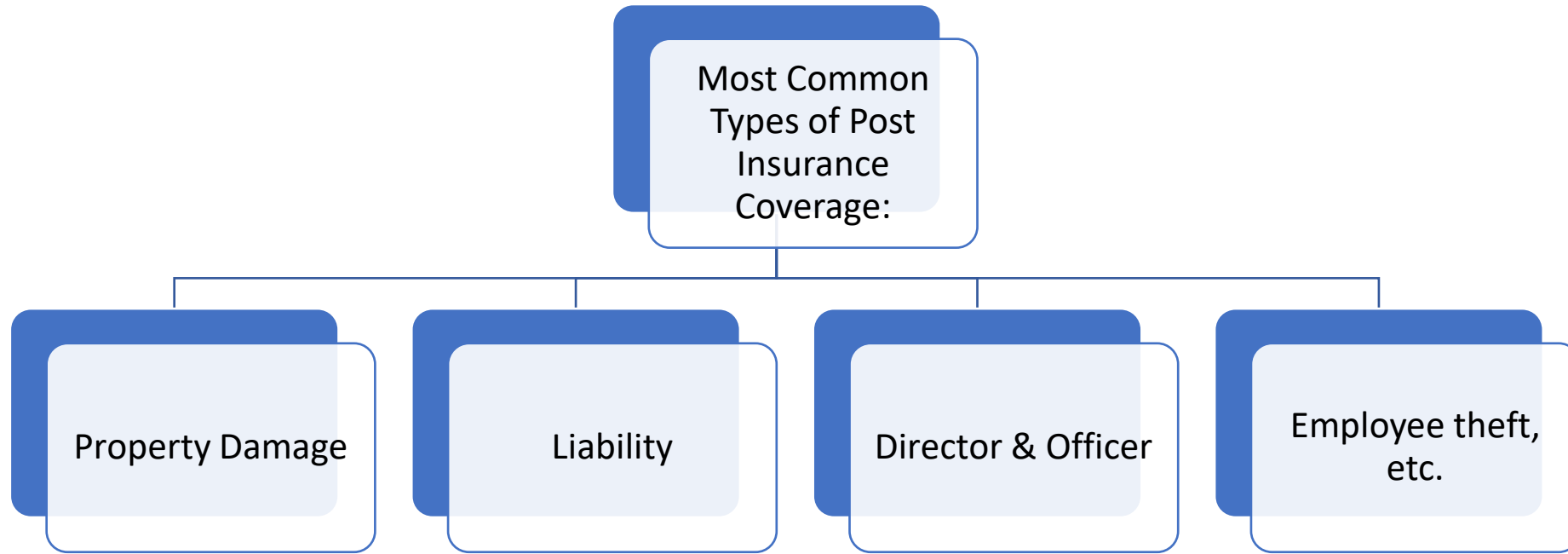
## Insurance Requirements

It has always been recommended if you are having a special event, you should request a 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 entity 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.

A series of yellow dashed lines are located in the bottom right corner of the slide, arranged in a curved, upward-pointing pattern.



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.

# 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 & VIDEO

## Write

Write a short story about the Event.

## Upload

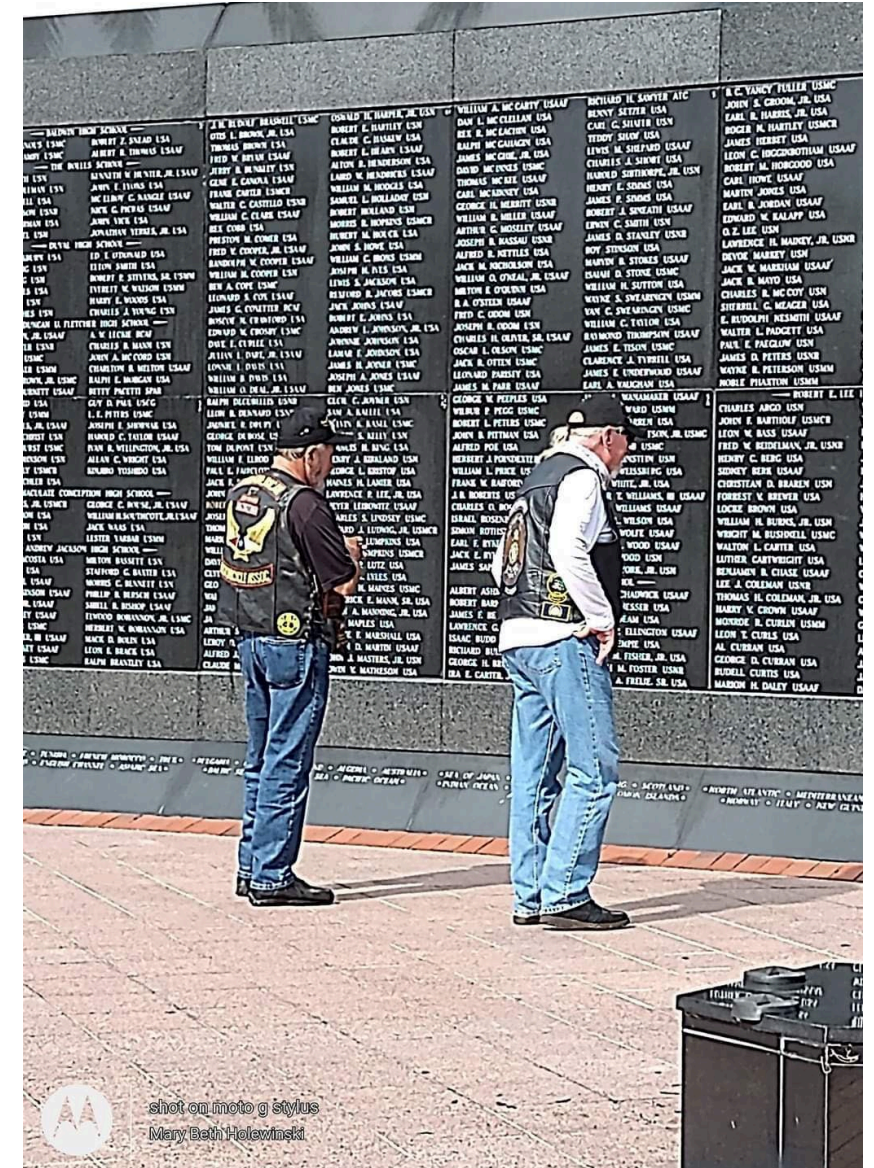
Upload the pic's & videos to an event album

## 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 Time 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 - \$19,000.00 can be gifted to an individual per year up to 13.99 million per lifetime.
- In the event you gift is more than the upper limit, the tax burden is on the donor not the giftee
- If you exceed the \$19,000.00 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 net proceeds raised.
- The term “profits” implies only the net revenue will be donated

# Florida Gambling Statutes Title XLVI, Chapter 849.09


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



Report the results  
of your event to  
your Post  
commander

This is an example  
of ALR 316's  
Standard Post  
Reporting Form

## ALR STANDARD POST REPORTING FORM

This report shall be completed in a timely manner by the Chapter Director and submitted to the Post Commander via the monthly Post Executive Board Meeting.

### Membership

Number of Chapter Riders in Good Standing:

Legion

Auxiliary

Sons of the American Legion

**Total:**

### Financials

Deposits:

Sales/Income

Donations Received

Other (Raffle, 50/50, etc)

### Monthly Total

Expenditures:

ALR Expenses

Post Support

Charitable Donations Made

### Monthly Total

### Current Unobligated Funds Available:

### Volunteer Reporting

Total Monthly ALR Mileage

Total Monthly ALR Volunteer Hours

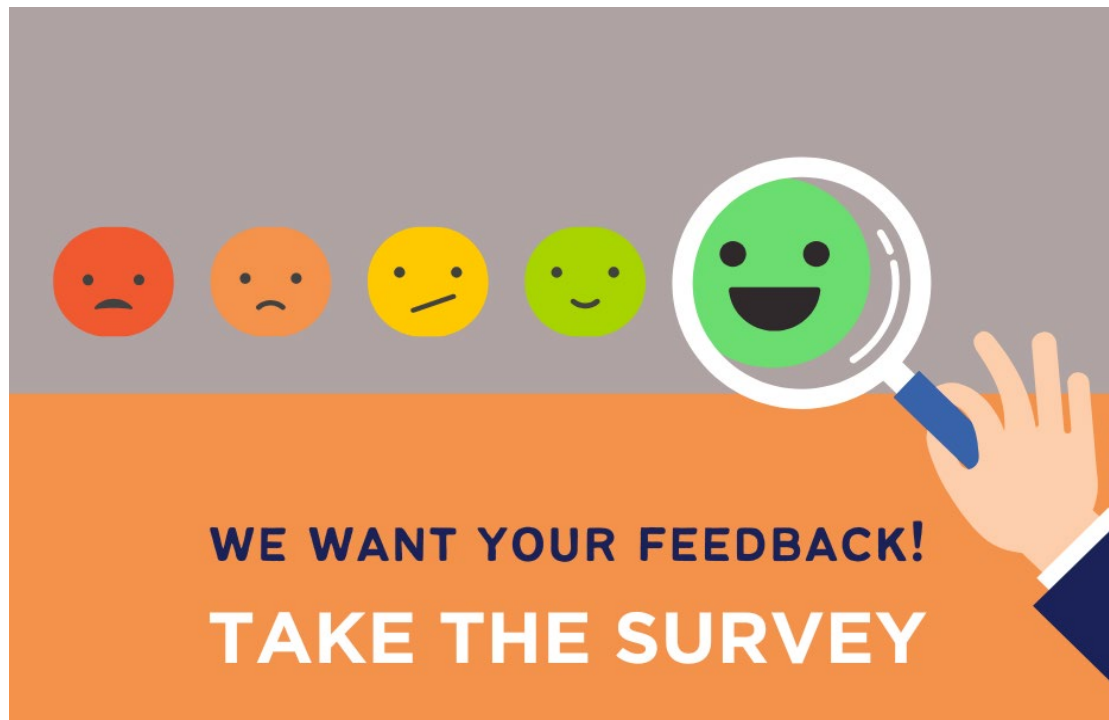
Upcoming ALR activities which may involve the Post:

Other ALR Chapter event which may impact Post operations:

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

## In Summery

- 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
- Report the results of your event to your Post Commander
- Start planning for your next years Event



<https://www.surveymonkey.com/r/DJTQ87L>

