

EVENT PLANNING CHECKLIST



Proudly Backed by



PLAN AN EVENT (choose one or more):

- Block Party
- Event Guide Activity (Welcome Station, Shop Small Passport, Kickoff Breakfast)
- Neighborhood Parade or Street Fair
- Shopping Activity
- Host a Pop-Up
- Other _____

REACH OUT TO POTENTIAL PARTNERS:

- Community Members
- Local Businesses
- Local Organizations (Chambers of Commerce, Business Improvement Districts)
- Elected Officials

DETERMINE BUDGET:

- Advertising and Marketing
- Food and Beverages
- Decorations and Supplies

ORGANIZE ACTIVITIES (choose one or more):

- Guest Speaker
- Live Music
- Games and Prizes
- Giveaways

SEND OUT INVITES:

- Small Business Owners
- Customers and Community Members
- Local Celebrities and Leaders
- Friends and Family
- Media

PROMOTE YOUR EVENT:

- Email
- Social Media
- Direct Mail
- In-Store Signage
- Press Release
- Event Kit Merchandise (tote bags, balloons, stickers, etc.)

NOTES:

For more ideas on promoting a Shop Small event in your community, visit ShopSmall.com

STAY ON TRACK WITH AN EVENT TIMELINE.

Fill in the key dates leading up to the big day.

- __/__/__ Reach out to individuals, organizations and businesses you'd like to collaborate with
- __/__/__ Organize a kickoff meeting to start planning
- __/__/__ Send invitations to potential guests
- __/__/__ Distribute Shop Small® merchandise to participating businesses
- __/__/__ Start promoting your event
- __/__/__ **Your Shop Small Event**

