

NORTHPORT PRIDEFEST 2024

SUB-COMMITTEES

Program (Co-chairs: Meghan and Joe)

- Create agenda for the flag raising.
- Invite elected officials to the flag raising.
- Coordinate speakers at flag raising.
- Generate follow up actions after flag raising.
- For Pridefest in the Park (PITP) propose talent and upon group approval, then recruit, invite and confirm musical talent and speakers for the Pridefest in the Park event.
- Acquire the talent's name, title, mobile and email, photo, and bio plus web address for link to website during our pre-and post-event promotion.
- Maintain ongoing communication with the talent. Confirm their participation and time to be on site/ on stage in writing via email. Closer to date, re-confirm via email and text with the talent, to ensure that they are on site on time.
- Send thank yous within 24-48 hours after the PITP event.

On Site Operations (Co-Chairs: Mark Fornes & Brian Ansink)

- Recruit volunteers in advance, for day off support for set up and break down for both events.
- Get volunteers email and mobile # in advance.
- Get correct spelling of volunteer's name for us to list on website in THANKS column.
- Ensure that flags are properly displayed and staging and sound systems are ready to go in ample time BEFORE they are needed.
- Assist any vendor on site with break down at conclusion of PITP

Vendor Management (Chair: Nora)

- Invite vendors to participate
- Sell sites. Acquire payments in advance.
- Assist in directing them to their location on PITP day.

Promotion (Chair: Jack)

- Manages the implementation of pre-approved marketing tactics including website updates, social media posts, ad creation for print or digital ads.
- Create online style guide

Licensing (Chair: Joe)

This committee seeks companies to license the right to use the Pridefest logo and marks for use on merchandise

Publicity (Chair: Jackson Shrout)

- Draft weekly press advisory and updates
- Create an Electronic Press kit.
- Send electronic press kits, press advisories with corresponding photos and link to website and another link to style guide.
- Ensure that both events get ample press coverage and follow up AFTER they happen

Vendor Services (Chair Nora Nolan)

- Vendor recruitment / communication
- Vendor map placement

Financial Support (Chair: Open)

- Do you have contacts? We can provide a standardized list of funding opportunities that will underwrite specific projects. In return, we will provide acknowledgement and promotion.
- This committee requires the volunteer to reach out to local and regional advertisers, and commercial organizations, as well as Private individuals and Foundations.

Community Partnerships (Chair: OPEN)

- Establish relationships of support and co-promotion with community organizations like the Library, Historical society, faith based groups, clubs and organizations like Kiwanis, etc.
- Create a one-pager of ideas of how to cooperate with Pridefest.
- Identify co-promotional benefits of working with Pridefest.
- Determine how to coordinate with Publicity and Promotions committee.

Flotilla Committee (Chair: Ben Salers)

- This committee will be responsible for assembling the Flotilla to represent the "Invasion" of the Pines from Cherry Grove (Centerport to Northport)
- This committee will manage all communications with necessary parties to ensure the Flotilla is put together and proceeds for PIP. (Pridefest in the Park)