

# HOW TO PLAN AN EVENT

Estherville, Iowa

## A RESOURCE GUIDE

### TIMELINE

AS SOON AS POSSIBLE

Choose a Date with little to no conflicting events  
check online calendars

3 MONTHS AHEAD MINIMUM

Start planning at least 3 months ahead of date

Apply for all necessary permits and insurance

6 WEEKS AHEAD MINIMUM

Advertising should start at least 6 weeks in advance

1 YEAR IN ADVANCE FOR MAJOR EVENTS

It's never too early to start planning

### ADVERTISING

ADVERTISING IS NECESSARY TO GET THE WORD OUT ABOUT YOUR EVENT!

LOCAL ADVERTISING

- KILR Radio Station
- Estherville News and Spirit
- KUOO Radio Station
- Explore Okoboji
- Facebook Boosts

QUALITY CONTENT

Canva is a great place to create social media content, posters and advertisements for FREE

### AVAILABLE FUNDING

#### Estherville Chamber Tourism Grant

APPLY FOR FUNDS TO HELP WITH START UP COSTS, ADVERTISING AND MORE  
[WWW.ESTHERVILLE.ORG](http://WWW.ESTHERVILLE.ORG)

#### Excel Estherville

APPLICATION AVAILABLE ON [WWW.ESTHERVILLE.ORG](http://WWW.ESTHERVILLE.ORG) THROUGHOUT THE YEAR

#### Emmet County Community Foundation

APPLY ONLINE BEFORE MARCH 1  
MUST BE A NON-PROFIT

### PROMOTE

#### FREE WAYS TO PROMOTE YOUR EVENT:

- Add it to the Community Event Calendar at [www.Estherville.org](http://www.Estherville.org)
- Put it on Channel 3
- Send a media release to KILR, the Estherville News, the Armstrong Paper and KUOO
- Submit event information to Explore Okoboji Calendar
- Submit your event to local TV Station calendars i.e. KEYC, KTIV and KCAU
- Chamber Members can get a database list for mailing and emailing and can have event put in the Chamber Newsletter
- Go on MC 22 the local Mediacom Channel for an interview

### TIPS

#### LITTLE TIPS FOR THE BEST EVENT

BUDGET

Plan a Budget

SPONSORSHIP

Seek Sponsorships to help with costs

PARTNER

Partner with other organizations to share costs and help promote

STICK TO IT

Do not get discouraged by slow registration - People tend to sign up last minute