

# Festival Planning Checklist

Core Timeline Checklist				
Task	Done?	Assignee	Due Date	Notes
<b>Foundation Phase (6-8 Weeks Before Event)</b>				
Set event budget (include contingency funds)	<input type="checkbox"/>			
Finalize event date and secure venue contract	<input type="checkbox"/>			
Research and begin permits & licenses process	<input type="checkbox"/>			
Research and secure event insurance	<input type="checkbox"/>			
Identify and book key vendors such as equipment rentals, food trucks, performers, and security	<input type="checkbox"/>			
Draft preliminary site layout	<input type="checkbox"/>			
Start sponsor & partner outreach	<input type="checkbox"/>			
Open vendor applications for booths or activations	<input type="checkbox"/>			
Create or update event website/landing page	<input type="checkbox"/>			
Launch Save the Date announcement (website, social, email)	<input type="checkbox"/>			
Set up ticketing system if needed, and decide pricing tiers	<input type="checkbox"/>			
Begin building volunteer recruitment plan	<input type="checkbox"/>			
Assign core planning team roles & responsibilities	<input type="checkbox"/>			

Begin initial outreach to local media for pre-event coverage	<input type="checkbox"/>			
Research nearby hotels and parking options for guests	<input type="checkbox"/>			
Start initial safety & emergency planning (first aid, lost & found, weather contingencies)	<input type="checkbox"/>			
<b>Coordination Phase (3-5 Weeks Before Event)</b>				
Make and share the event schedule with everyone involved.	<input type="checkbox"/>			
Confirm all tech needs, such as power, sound, lighting, and Wi-Fi, with vendors	<input type="checkbox"/>			
Assign volunteer roles and create a volunteer schedule	<input type="checkbox"/>			
Order all festival supplies, such as signage, wristbands, tickets, merchandise, first aid kits, and walkie-talkies	<input type="checkbox"/>			
Finalize food & beverage menu and confirm health permits	<input type="checkbox"/>			
Ensure all vendors provide Certificates of Insurance (COI) where needed	<input type="checkbox"/>			
Create a safety plan for weather, medical issues, and security.	<input type="checkbox"/>			
Hold a meeting with the planning team to check progress and deadlines.	<input type="checkbox"/>			
Plan the guest experience, including entry, info booths, restrooms, and water stations.	<input type="checkbox"/>			
Confirm transportation, parking, and ADA access plans	<input type="checkbox"/>			

Coordinate with local police, fire, and emergency services	<input type="checkbox"/>			
Plan and announce any press events before the festival	<input type="checkbox"/>			
Start training staff and volunteers on their tasks, safety, and helping guests.	<input type="checkbox"/>			
Get welcome packets ready for vendors and performers with maps, arrival times, and contact details	<input type="checkbox"/>			
<b>Execution Prep Phase (Event Week)</b>				
Conduct final site walkthrough with key team members	<input type="checkbox"/>			
Confirm when rentals, vendors, and equipment will arrive	<input type="checkbox"/>			
Set up the event HQ with walkie-talkies, contact lists, and schedules	<input type="checkbox"/>			
Install signage for entry points, vendor zones, restrooms, and emergency exits	<input type="checkbox"/>			
Double-check permits, insurance, and vendor rules.	<input type="checkbox"/>			
Confirm vendor and performer arrival times and setup requirements	<input type="checkbox"/>			
Prepare and hand out kits for volunteers and staff, such as t-shirts, badges, instructions	<input type="checkbox"/>			
Set up backstage or green room if needed	<input type="checkbox"/>			
Make sure security and first aid teams are ready and know their schedules	<input type="checkbox"/>			

Share final event updates on social media, including ticket reminders	<input type="checkbox"/>			
Set up check-in stations with guest lists, ticket scanners, and wristbands	<input type="checkbox"/>			
Order any last-minute supplies like ice, water, or extra signs	<input type="checkbox"/>			
Review emergency plans one last time with key team members	<input type="checkbox"/>			
Make sure media, press passes, and PR contacts are sorted out	<input type="checkbox"/>			
Schedule final team briefing before gates open	<input type="checkbox"/>			
<b>Showtime (Event Day)</b>				
<b>Pre-Event Setup (Morning Preparation)</b>				
Check the weather forecast and adjust plans if needed	<input type="checkbox"/>			
Do a final check of power, sound, lights, water, and first aid supplies	<input type="checkbox"/>			
Confirm vendors and performers are arriving on time	<input type="checkbox"/>			
Brief volunteers, security, and staff on roles, schedules, and key contacts	<input type="checkbox"/>			
Walk through the site to check signs, entry points, restrooms, and water stations	<input type="checkbox"/>			
Set up the check-in area with wristbands, tickets, guest lists, and press passes	<input type="checkbox"/>			

Test all technology, including ticket scanners, WiFi, PA systems, and walkie-talkies	<input type="checkbox"/>			
Ensure food vendors have proper health displays and permits visible	<input type="checkbox"/>			
Set up vendor and sponsor booths, VIP areas, green rooms, etc.	<input type="checkbox"/>			
Keep backup supplies ready, like batteries, duct tape, extension cords, and zip ties	<input type="checkbox"/>			
<b>Live Operations (During Event)</b>				
Monitor entry flow and address any backups or wristband scanning issues	<input type="checkbox"/>			
Assign team members to check in with vendors and performers	<input type="checkbox"/>			
Oversee guest experience, ensuring short lines, clean restrooms, and easy water access	<input type="checkbox"/>			
Stay in contact with security, first aid, and volunteers for regular updates	<input type="checkbox"/>			
Share live event updates on social media, including highlights, crowd moments, and sponsor mentions	<input type="checkbox"/>			
Track crowd movement to prevent congestion in any area.	<input type="checkbox"/>			
Stay alert for lost children, first aid needs, or disruptive behavior	<input type="checkbox"/>			
Document key moments for future marketing with photos and videos	<input type="checkbox"/>			

## Post-Event Night (Wrap-Up)

Start removing equipment, signage, and event infrastructure	<input type="checkbox"/>			
Collect all leftover supplies like wristbands, tickets, and merchandise	<input type="checkbox"/>			
Hold a quick wrap-up huddle to thank volunteers and staff	<input type="checkbox"/>			
Note any immediate post-event issues to address in the recap	<input type="checkbox"/>			
Confirm that all rental equipment is being returned on time	<input type="checkbox"/>			
Collect lost and found items and create an inventory list	<input type="checkbox"/>			

## Wrap-Up (Post-Event)

Settle all vendor and performer payments	<input type="checkbox"/>			
Collect and inventory festival-owned supplies like signage and leftover merchandise	<input type="checkbox"/>			
Hold a post-event team debrief to discuss successes, challenges, and key takeaways	<input type="checkbox"/>			
Send thank-you emails to vendors, sponsors, volunteers, and staff	<input type="checkbox"/>			
Gather feedback from vendors, performers, and guests via surveys or online forms	<input type="checkbox"/>			
Review social media mentions and media coverage for insights	<input type="checkbox"/>			
Compile a final event report covering attendance, sales, incidents, and media coverage	<input type="checkbox"/>			

Archive all important documents, contracts, permits, and notes for future reference	<input type="checkbox"/>			

## Groups Work Checklist

### Permits & Legal

Identify all required permits, including event, alcohol, food, noise, and fire	<input type="checkbox"/>			
Apply for a general event permit with the city, county, or park authorities	<input type="checkbox"/>			
Submit food vendor permits if required by local regulations	<input type="checkbox"/>			
File permits for temporary structures like stages, tents, and cooking demos	<input type="checkbox"/>			
Secure fire permits if open flames or pyrotechnics are involved	<input type="checkbox"/>			
Apply for health permits for sanitation, handwashing stations, and waste disposal	<input type="checkbox"/>			
Submit permits for street closures or parking management if necessary	<input type="checkbox"/>			
Collect Certificates of Insurance (COI) from all vendors, performers, and service providers	<input type="checkbox"/>			
Add the venue, municipality, and sponsors as additional insured parties where required	<input type="checkbox"/>			
Maintain a master permit and insurance tracker with submission dates and approvals	<input type="checkbox"/>			



Keep printed copies of all permits and insurance on-site for reference	<input type="checkbox"/>			
Share permit summary with security and site managers	<input type="checkbox"/>			
Ensure all vendors display required health or alcohol permits at their booths	<input type="checkbox"/>			
Confirm fire department walkthrough if needed before the festival opens	<input type="checkbox"/>			
<b>Venue &amp; Infrastructure</b>				
Finalize the venue contract with clear terms on access, power, water, waste, and security	<input type="checkbox"/>			
Confirm load-in/load-out times and access points for vendors and staff	<input type="checkbox"/>			
Create detailed site map showing stages, vendor areas, restrooms, emergency exits, and water stations	<input type="checkbox"/>			
Identify power sources (permanent outlets vs. generators) and calculate power needs for vendors, stages, and tech	<input type="checkbox"/>			
Arrange for portable toilets and handwashing stations	<input type="checkbox"/>			
Confirm a waste management plan, including trash, recycling, and compost bins	<input type="checkbox"/>			
Plan for fencing or crowd barriers if required for entry control or restricted areas	<input type="checkbox"/>			
Identify parking areas for staff, vendors, and guests (including ADA parking)	<input type="checkbox"/>			

Secure permits for temporary structures like stages, tents, and signage	<input type="checkbox"/>			
Arrange water supply for vendors, guests, and emergency services	<input type="checkbox"/>			
Confirm availability of on-site storage for extra supplies or equipment	<input type="checkbox"/>			
Confirm venue's emergency evacuation plan and update it for festival needs	<input type="checkbox"/>			
Identify shaded areas or set up tents for guest comfort at outdoor events	<input type="checkbox"/>			
Arrange proper lighting for any activities taking place after dark	<input type="checkbox"/>			
Confirm Wi-Fi or internet access for vendors, ticketing, and production team	<input type="checkbox"/>			
Arrange backup power solutions such as extra generators	<input type="checkbox"/>			
Develop a weather contingency plan for rain, wind, or extreme heat	<input type="checkbox"/>			
Conduct final site walkthrough with venue staff, production team, and vendors	<input type="checkbox"/>			
<b>AV/Tech/Production</b>				
Confirm technical requirements with all performers, speakers, and vendors	<input type="checkbox"/>			
Book sound, lighting, and stage equipment rental with backup gear	<input type="checkbox"/>			
Make a detailed AV schedule (sound checks, stage transitions, and mic swaps)	<input type="checkbox"/>			
Assign a tech team to each stage to keep everything running smoothly	<input type="checkbox"/>			

Plan power needs such as generators, extension cords, and backup power	<input type="checkbox"/>			
Test all equipment before event day	<input type="checkbox"/>			
Coordinate with vendors who need power for booths, food trucks, or activations	<input type="checkbox"/>			
Set up control area for sound and lighting techs	<input type="checkbox"/>			
Make sure Wi-Fi works for live streaming, ticket scanning, and other tech	<input type="checkbox"/>			
Arrange backup walkie-talkies for staff communication	<input type="checkbox"/>			
Keep emergency supplies ready (extra mics, cables, batteries, and adapters)	<input type="checkbox"/>			
Check stage safety (secure cables, remove trip hazards, and ground equipment)	<input type="checkbox"/>			
Prepare backup playlist/music for stage downtime or no-shows	<input type="checkbox"/>			
Schedule load-in and setup times for all production elements	<input type="checkbox"/>			
Provide performers/vendors with clear tech contact for day-of troubleshooting	<input type="checkbox"/>			
Confirm tear-down plan and rental return deadlines	<input type="checkbox"/>			
<b>Vendors (Food, Retail, Experience)</b>				
Make a vendor application form with clear deadlines	<input type="checkbox"/>			
Review and approve vendors based on event theme and available space	<input type="checkbox"/>			

Collect all required documents (permits, health certificates, insurance)	<input type="checkbox"/>			
Send vendor agreements with setup times, fees, rules, and load-out details	<input type="checkbox"/>			
Assign booth spots and mark them on the event site map	<input type="checkbox"/>			
Give vendors a welcome packet with setup details, parking, and contact info	<input type="checkbox"/>			
Confirm vendor power, water, and waste needs	<input type="checkbox"/>			
Plan a load-in schedule so vendors arrive at different times to avoid traffic jams	<input type="checkbox"/>			
Arrange vendor parking and overnight security if the multi-day festival	<input type="checkbox"/>			
Confirm fire safety requirements for food vendors (fire extinguishers, open flame rules)	<input type="checkbox"/>			
Set deadline for vendors to submit booth signage and menus for approval	<input type="checkbox"/>			
Create vendor directory for guests (printed map, website listing, event app)	<input type="checkbox"/>			
Assign a team member to help vendors during the event	<input type="checkbox"/>			
Keep an emergency vendor kit ready (extra zip ties, tape, extension cords)	<input type="checkbox"/>			
Set clear rules for vendor teardown and waste disposal after the event	<input type="checkbox"/>			

## Performers & Entertainment

Finalize the performance schedule, set times, and arrival details	<input type="checkbox"/>			
Collect performance agreements including fees, tech riders, and hospitality needs	<input type="checkbox"/>			
Assign performance areas/stages on the final site map	<input type="checkbox"/>			
Send a welcome packet with arrival times, parking, green room info, and key contacts.	<input type="checkbox"/>			
Confirm tech needs for each act (mics, monitors, instruments, sound checks)	<input type="checkbox"/>			
Provide clear stage access instructions and load-in times	<input type="checkbox"/>			
Coordinate with AV/production team to build final run of show	<input type="checkbox"/>			
Confirm performer credentials (badges, wristbands, parking passes)	<input type="checkbox"/>			
Set up green room/backstage area with food, drinks, and schedules	<input type="checkbox"/>			
Assign stage managers to handle performer check-ins and stage transitions	<input type="checkbox"/>			
Prepare emergency backup playlist/music for delays or cancellations	<input type="checkbox"/>			
Review all content guidelines if the event has family-friendly requirements	<input type="checkbox"/>			
Confirm policies for merchandise sales by performers	<input type="checkbox"/>			
Arrange for an onsite photographer/videographer to capture performances	<input type="checkbox"/>			

Conduct day-of performer briefing to review safety, timing, and onsite contacts	<input type="checkbox"/>			
Collect post-event feedback from performers for future	<input type="checkbox"/>			
<b>Marketing &amp; Promotion</b>				
Design event branding with a cool logo, colors, and fonts	<input type="checkbox"/>			
Create and launch event website or landing page with essential details	<input type="checkbox"/>			
Design and schedule social media content	<input type="checkbox"/>			
Run paid ads on Google, Facebook, Instagram, TikTok, and local media.	<input type="checkbox"/>			
Create press releases and distribute to local news, blogs, and industry publications	<input type="checkbox"/>			
Reach out to influencers and bloggers for event promotion and possible collaborations	<input type="checkbox"/>			
List the event on local event calendars and ticketing platforms	<input type="checkbox"/>			
Create email marketing campaign	<input type="checkbox"/>			
Design flyers, posters, banners, and digital ads	<input type="checkbox"/>			
Promote sponsors and make sure their logos are featured in marketing materials	<input type="checkbox"/>			
Design festival signage and wayfinding materials	<input type="checkbox"/>			
Organize ticket giveaways or contests to boost engagement	<input type="checkbox"/>			

Set up an official event hashtag and encourage user-generated content	<input type="checkbox"/>			
Coordinate media passes for photographers, videographers, and press	<input type="checkbox"/>			
Develop a day-of social media plan	<input type="checkbox"/>			
Schedule post-event content (recap video, attendee testimonials, sponsor appreciation)	<input type="checkbox"/>			
Track progress, including website visits, social media engagement, and ticket sales	<input type="checkbox"/>			
Save all media coverage, influencer posts, and guest feedback for next time	<input type="checkbox"/>			
<b>Sponsorship &amp; Partnerships</b>				
Make a list of businesses and brands that would be great sponsors	<input type="checkbox"/>			
Create sponsorship packages with clear tiers, pricing, and benefits	<input type="checkbox"/>			
Design a sponsorship deck with event details and audience info	<input type="checkbox"/>			
Reach out to potential sponsors through emails, calls, and meetings	<input type="checkbox"/>			
Work out the details and sign sponsorship agreements	<input type="checkbox"/>			
Collect sponsor logos, social links, and ad assets for promotional use	<input type="checkbox"/>			
Feature sponsors in event marketing like social media, emails, and the website	<input type="checkbox"/>			

Assign booth space and activations for on-site sponsors	<input type="checkbox"/>			
Coordinate any branded giveaways or sponsor-provided experiences	<input type="checkbox"/>			
Confirm any on-stage mentions or sponsor shoutouts during the event	<input type="checkbox"/>			
Ensure all sponsor deliverables are met (signage placement, logo visibility, VIP perks)	<input type="checkbox"/>			
Assign a sponsor liaison to handle questions and requests pre-event and on-site	<input type="checkbox"/>			
Track sponsor mentions and engagement metrics for post-event reports	<input type="checkbox"/>			
Send post-event recap to sponsors with photos, social metrics, and attendee feedback	<input type="checkbox"/>			
<b>Security &amp; Safety</b>				
Hire a trusted security team with event experience	<input type="checkbox"/>			
Coordinate with local police, fire department, and emergency services if required	<input type="checkbox"/>			
Create a clear plan for emergencies like bad weather, medical issues, or crowd control	<input type="checkbox"/>			
Set up a process for lost children, medical help, or handling rowdy guests	<input type="checkbox"/>			



Identify emergency exits and ensure they are marked	<input type="checkbox"/>			
Set up a first aid station with trained medical staff	<input type="checkbox"/>			
Review alcohol service rules with vendors and security staff	<input type="checkbox"/>			
Train volunteers and staff on basic safety procedures and emergency contacts	<input type="checkbox"/>			
Conduct pre-event security walkthrough to check fencing, barriers, restricted areas	<input type="checkbox"/>			
Decide on bag check rules and list banned items at the entrance	<input type="checkbox"/>			
Assign security guards in key areas like the stage, VIP section, and entry gates	<input type="checkbox"/>			
Coordinate overnight security for multi-day events or early setup	<input type="checkbox"/>			
Confirm location and visibility of fire extinguishers and emergency supplies	<input type="checkbox"/>			
Have a plan to monitor weather and respond to storms or extreme conditions	<input type="checkbox"/>			
Set up clear radio communication between security, production, and medical teams	<input type="checkbox"/>			
Keep track of any incidents for insurance and future planning	<input type="checkbox"/>			
Review all insurance requirements related to safety and security	<input type="checkbox"/>			

## Volunteers & Staffing

Estimate total volunteer/staffing needs based on event size and layout	<input type="checkbox"/>			
Define roles like check-in, vendor support, stage crew, and cleanup	<input type="checkbox"/>			
Recruit volunteers through applications and confirm their availability	<input type="checkbox"/>			
Collect volunteer applications and confirm availability for specific shifts	<input type="checkbox"/>			
Send volunteer confirmation emails with roles, schedules, and key info	<input type="checkbox"/>			
Provide training before the event, online or in person	<input type="checkbox"/>			
Assign team leaders to oversee different areas	<input type="checkbox"/>			
Prepare volunteer kits with t-shirts, badges, and contact lists	<input type="checkbox"/>			
Set up a check-in station with a system for tracking shifts	<input type="checkbox"/>			
Ensure volunteers know key locations like first aid and restrooms	<input type="checkbox"/>			
Have floaters ready to cover breaks and last-minute changes	<input type="checkbox"/>			
Track volunteer hours for reports and thank-you gifts	<input type="checkbox"/>			
Provide food, snacks, and scheduled breaks	<input type="checkbox"/>			
Establish a code of conduct and conflict resolution plan	<input type="checkbox"/>			
Collect volunteer feedback to improve experience for future events	<input type="checkbox"/>			
Review all insurance requirements related to safety and security	<input type="checkbox"/>			

## Guest Experience & Hospitality

Design a smooth and welcoming entry with clear signs and friendly greeters	<input type="checkbox"/>			
Make sure entrances, paths and stages are ADA accessible	<input type="checkbox"/>			
Set up info booth with maps, schedules, FAQs, and lost & found	<input type="checkbox"/>			
Post clear signs for stages, food, restrooms, exits, and water stations	<input type="checkbox"/>			
Provide shaded seating areas, especially for outdoor events	<input type="checkbox"/>			
Set up water refill stations and remind guests to stay hydrated	<input type="checkbox"/>			
Offer phone charging stations if possible	<input type="checkbox"/>			
Keep restrooms and potties clean, stocked, and serviced	<input type="checkbox"/>			
Prepare clear policy signage (prohibited items, re-entry rules, alcohol policy)	<input type="checkbox"/>			
Create a family-friendly zone for all-age events	<input type="checkbox"/>			
Ensure guest-facing staff and volunteers are trained in customer service	<input type="checkbox"/>			
Provide feedback options with QR codes or comment cards	<input type="checkbox"/>			
Have a plan for helping lost guests or children	<input type="checkbox"/>			
Ensure first aid stations are easy to find and well-staffed	<input type="checkbox"/>			
Offer VIP perks like private restrooms, lounge access, and fast entry	<input type="checkbox"/>			
Monitor and adjust guest flow to avoid overcrowded areas	<input type="checkbox"/>			

## Merchandise

Decide on merchandise selection (t-shirts, hats, posters, reusable cups, etc.)	<input type="checkbox"/>			
Track inventory before, during, and after the event	<input type="checkbox"/>			
Set up a payment system for cash, cards, and mobile payments	<input type="checkbox"/>			
Assign dedicated merch team for setup, sales, and inventory control	<input type="checkbox"/>			
Create attractive booth setup (tables, racks, signage, pricing)	<input type="checkbox"/>			
Train merch staff on product details, pricing, and POS usage	<input type="checkbox"/>			
Offer special bundle deals to increase sales (shirt + cup discounts, etc.)	<input type="checkbox"/>			
Set up a safe way to handle cash and make regular cash drops	<input type="checkbox"/>			
Promote exclusive merch on social media before and during the event	<input type="checkbox"/>			
Create an online store option for leftover merchandise after the event	<input type="checkbox"/>			
Design backup plan for rain or windproofing outdoor merch booths	<input type="checkbox"/>			
Provide a size chart for clothing to help customers choose	<input type="checkbox"/>			
Display samples to attract more buyers	<input type="checkbox"/>			
Review sales data to improve future orders	<input type="checkbox"/>			