



MVA Promotions Team Committee Report – September 1, 2010

MVA Promotions Team Met on August 11, 2010

Next meeting will take place on September 15, 2010

Action Needed from Board:

None

Accomplishments:

- Festival has been approved by Parks & Recreation
 - Parks & Recreation will receive 35% of festival profit
 - Changed name to Montclair Village Family Fun Festival
 - Festival subgroups have been formed
 - Teams assigned to festival subgroups
 - Booth fees
 - Early Bird Sign Up \$150 – Deadline August 15th
 - Regular Sign Up \$175 – Deadline September 15th
 - Late Sign Up \$200 – Deadline October 1st
- (All Montclair Village Merchants will have a set \$150 registration fee if registered by August 31st)
- Sponsorship Team Members have been assigned sponsors to contact
 - Sponsorship packet
 - Music positions have been filled
 - Food Vendor positions have been filled
 - Festival Poster
 - Interested vendor list in place
 - General and food vendor registration forms
 - Layout of festival has been determined
 - Local non-profit organizations that will benefit from the festival has been determined (Parks & Recreation, MVA, Khadafy Foundation for Non-Violence in Oakland)
 - Committed Volunteers: Boy Scouts of America
 - Festival website has been updated
 - General vendor, food vendor and sponsorship applications are on website
 - 20 vendors have been confirmed
 - 2 festival sponsors have been confirmed

Works In Progress:

- Contacting potential sponsors - ongoing
- Contacting volunteers to participate in this year's festival
- Contacting interested vendors and artisans – ongoing
- Security

- Print Post Cards
- Follow-up with Village Merchants - ongoing
- Banners
- Update Budget

Roadblocks:

- NONE

Budget Concerns:

- Raising money to finance the festival