

## **SWEET PEA COMMITTEE: IN-HOUSE GRAPHICS**

## **TIMELINE & JOB DESCRIPTION**

**Location:** Sweet Pea Office/Home  
**Assistance:** 0-1  
**Supplies:** Design software, Sweet Pea stationery, envelopes  
**Contacts:** Sweet Pea Board members and Committee members  
**Misc:** See process files for specific items designed in 2008-2012

### **On-Going:**

- ◆ Track the hours you've volunteered monthly; keep your own record to submit to the office at yearend or email your hours when requested by the office
- ◆ Assist Committees with designing and production of ads, public notices, fliers, posters, and application forms as needed
- ◆ Obtain pictures of various events from the office for use in ads and fliers
- ◆ Assist with special projects (Festival brochures, other literature)
- ◆ Recruit other artists to participate in the above activities if necessary
- ◆ Work with the Advertising Committee on the Marketing plan for paid advertising, publicity, deadlines, and costs for the year
- ◆ Be an ambassador for the Festival; recruit Festival-time volunteers and potential board member candidates
- ◆ Keep Division Coordinator apprised of your progress and include him/her on documents sent to the Exec. Director for review and approval
- ◆ Attend Sweet Pea Board meetings when possible
- ◆ Review all meeting minutes for accuracy and to keep up with what's going on if a meeting is missed
- ◆ Provide Exec Director with newsworthy happenings in your committee to post on social media

**Please note: All design projects listed in the timeline below are on an as needed basis and subject to coordination with the listed Committee.**

### **January-March:**

- ◆ Review the budget as prepared by the Executive Director and Finance Committee; offer input before approval by the Board
- ◆ Coordinate with the Admissions Division on wristband design needs (color selection and preparing design options to present to the Board)
- ◆ Coordinate with the Flower Show Committee on design needs (planting sweet peas and seminar)
- ◆ Coordinate with the Poster Graphics Committee on design needs (poster contest)
- ◆ Coordinate with the T-shirt Design Committee on design needs (t-shirt design contest)

### **May:**

- ◆ Create 3 options for the Schedule of Events cover based on the yearly marketing theme to present to the Board for voting on in June
- ◆ Help review, edit, and proof the Schedule of Events
- ◆ Coordinate with the Admissions and Children's Volunteer Committees on design needs for a volunteer poster
- ◆ Coordinate with the T-shirt Design Committee on design needs (presenting contest finalists to the Board)
- ◆ Coordinate with the Office on design needs for volunteers

### **June:**

- ◆ Create the marketing poster in conjunction with SOE Chair and Marketing DC
- ◆ Coordinate with the Art Shows Committee on design needs (advertising event)
- ◆ Coordinate with the Merchandise Pre-Sales Committee on design needs (merchandise outlets availability)
- ◆ Coordinate with the Merchandise Festival Sales on design needs (price sheets)
- ◆ Coordinate with the Public Relations Committee on design needs (publicity packets)
- ◆ Coordinate with the Bite of Bozeman Committee on design needs (advertising event)
- ◆ Coordinate with Advertising Committee on their ad design needs
- ◆ Coordinate with the Poster Graphics Committee on design needs (poster raffle (if doing) and hours of poster signing)

### **July:**

- ◆ Coordinate with the Bite of Bozeman Committee on design needs (restaurant map)
- ◆ Coordinate with the Chalk on the Walk Committee on design needs (advertising event)
- ◆ Coordinate with the Merchandise Festival Sales Committee on design needs (Jacobs Crossing hours, big price sign)
- ◆ Coordinate with the Performing Arts Division on design needs (performer passes, advertising main acts, stage signs)
- ◆ Coordinate with the Public Relations Committee on design needs (doorknob hangers)

### **August:**

- ◆ Volunteer to help a Division at Festival if possible (e.g. Admission, Merchandising)
- ◆ Assist with park tear down on Sunday evening, post-Festival, if possible
- ◆ Submit all individuals and business names that assisted or contributed this year to Executive Director for thank you page on website
- ◆ Design annual "thank you" ad after receiving names from the office, including partners
- ◆ Submit "thank you" ad for publication (coordinate with Publicity Committee and Executive Director)
- ◆ Submit feedback on this year's events – fill out and return evaluation form distributed from office staff

### **August-September:**

- ◆ Burn a CD of all design work for the year and submit to the Sweet Pea Festival office for their records if copies have not been provided by email
- ◆ Submit all invoices to the office as they are received. All receipts/personal reimbursements are due by Oct. 2<sup>nd</sup>

### **November:**

- ◆ Coordinate with the Publicity Committee on design needs
- ◆ Begin preparing at least three options for the Board to vote on of the annual marketing template, based on the chosen Festival theme for the year

### **November-January:**

- ◆ Coordinate with the Nominating Committee on design needs