

Event Planning Timeline & Checklist

Checklist Provided by Bleacher Rentals

How to use: assign a target date to each task, note the responsible person, and check items off as complete. Save your post-event notes — you'll thank yourself when planning next year.

6+ Months Out		<i>Lock in big-picture items — venues, talent & key suppliers book fast</i>	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Confirm event dates			
<input type="checkbox"/> Book your venue			
<input type="checkbox"/> Hire main entertainment / headlining acts			
<input type="checkbox"/> Identify and approach a title (main) sponsor			
<input type="checkbox"/> Book bleacher seating — large events often book up to a year in advance			
<input type="checkbox"/> Build your event budget and revenue projections			
<input type="checkbox"/> Confirm ticket pricing structure and sales strategy			

3+ Months Out		<i>Focus on permits, compliance, and early marketing</i>	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Apply for all required event permits (municipal / county)			
<input type="checkbox"/> Apply for event liability insurance			
<input type="checkbox"/> Apply for a liquor permit (if alcohol will be served)			
<input type="checkbox"/> Book security personnel			
<input type="checkbox"/> Recruit and book food and merchandise vendors			
<input type="checkbox"/> Approach businesses for event sponsorship			
<input type="checkbox"/> Design and order posters, flyers, and promotional materials			
<input type="checkbox"/> Order tickets and set up sales outlets (online and in-person)			
<input type="checkbox"/> Create event on social media — begin building your audience			
<input type="checkbox"/> Confirm volunteer and staffing needs — begin recruiting			

2–3 Months Out		<i>Shift into promotion mode</i>	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Order wristbands and entry materials			
<input type="checkbox"/> Send a press release to local media			
<input type="checkbox"/> Begin distributing posters and flyers in the community			
<input type="checkbox"/> Launch online and social media advertising			
<input type="checkbox"/> Confirm entertainment schedule — create run-of-show			
<input type="checkbox"/> Finalize event ground layout and vendor map			

1 Month Out		<i>Confirm everything booked — fill any remaining gaps</i>	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Confirm all vendors (paperwork, insurance, health unit requirements)			
<input type="checkbox"/> Confirm all sponsors — order sponsor banners / signage			
<input type="checkbox"/> Confirm insurance coverage is finalized			
<input type="checkbox"/> Order liquor and ice (if applicable)			
<input type="checkbox"/> Order directional and informational signage for the grounds			
<input type="checkbox"/> Confirm bleacher delivery and setup date / time			
<input type="checkbox"/> Follow up with any unconfirmed volunteers or staff			

2 Weeks Out		<i>Lock down the details</i>	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Print event programs			
<input type="checkbox"/> Finalize and distribute volunteer and staff schedules			
<input type="checkbox"/> Purchase consumable supplies (garbage bags, cups, napkins, etc.)			
<input type="checkbox"/> Confirm event ground layout — assign setup responsibilities			
<input type="checkbox"/> Prepare a day-of checklist for each team lead			
<input type="checkbox"/> Confirm EMS, first aid, and security arrangements			

1 Week – 3 Days Out		<i>Final prep</i>	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Pick up drinks, ice, and any last-minute supplies			
<input type="checkbox"/> Mow lawn, prepare grounds, clear all walking paths			
<input type="checkbox"/> Prepare cash boxes with floats for gates and bar			
<input type="checkbox"/> Brief team leads on their responsibilities and locations			
<input type="checkbox"/> Confirm vendor arrival times and setup locations			

Day Before		<i>Set the stage</i>	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Put up directional signs and sponsor banners			
<input type="checkbox"/> Set up bleachers, tents, and stage			
<input type="checkbox"/> Assist vendors with setup — confirm placement matches layout map			
<input type="checkbox"/> Position garbage and recycling cans throughout the grounds			
<input type="checkbox"/> Complete a full site walkthrough — note anything outstanding			
<input type="checkbox"/> Charge radios, phones, and all communication devices			

Day of Event		Go time	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Bring cash boxes to the front gate and bar			
<input type="checkbox"/> Hold a volunteer / staff briefing before gates open			
<input type="checkbox"/> Conduct a final site walkthrough before opening			
<input type="checkbox"/> Open the gates — and breathe!			
<input type="checkbox"/> Assign a point person to manage issues as they arise			

Post-Event		Close the loop — and set yourself up for an even better next year	
TASK	TARGET DATE	NOTES	
<input type="checkbox"/> Clean up grounds and return all borrowed equipment			
<input type="checkbox"/> Take down signs and sponsor banners			
<input type="checkbox"/> Collect ticket money from all sales outlets			
<input type="checkbox"/> Send a post-event survey to attendees for feedback			
<input type="checkbox"/> Send thank-you notes to all sponsors, vendors, and volunteers			
<input type="checkbox"/> Meet with your planning team — document what worked and what didn't			
<input type="checkbox"/> File your reflections document — review it when planning next year's event			