

Promoter Checklist



Event Name: _____ Move in Date: _____
Coordinator: _____
Coordinator Number: _____ Email: _____
Event Location(s): _____

PAYMENTS

- Security Deposit(s) Amount: _____ Due Date: Upon Signing
- Rent Amount: _____ Due Date: _____ (90 days)
- Estimated Equipment & Labor Amount: TBD Due Date: _____ (30 days)

MARKETING

- Complete and Send Event Listing Form Due Date: _____ (90 days)
- Additional/Marketing Services Due Date: _____ (45 days)

CATERING

- Contact On-Site Food & Beverage Company for Concessions and/or Catering Due Date: Upon Signing

Catering Manager | 925-426-7660 | events@alamedacountyfair.com

PARKING

- Request Promoter & Parking Digital Tickets Due Date: _____ (30 days)
- Distribute Digital Parking to Staff & Vendors Due Date: _____ (14 days)

PLANNING

- Schedule a Final Planning Meeting with your Event Coordinator Due Date: _____ (45 days)
- Review Admissions, Security & First Aid Requirements with your ACAFA Coordinator Due Date: _____ (45 days)
- Floor Plan/ Electrical Layout Due Date: _____ (30 days)
- Contact Fire Marshall for Permit, if Required for Event Flammable Material in Building, Vehicles in Building, Tents and Membrane Structures, etc. Due Date: _____ (30 days)
- Outside Services- Identify & Provide Insurance Sound Engineer, Staging, Equipment, Attractions, etc. Due Date: _____ (30 days)
- Provide Insurance to ACAFA Coordinator Due Date: _____ (30 days)
- Provide Timeline of Events to ACAFA Coordinator Due Date: _____ (14 days)
- Emergency Action Plan Due Date: _____ (14 days)