

Top 10 Suggestions for a Successful Bowl Event

- 1) Decide *now* that you will do this! You need to move fast since the Bowl games were just announced. Start checking with your board members now to see who might attend your Bowl game to act as the “official” host.
- 2) Don’t hold back if your team goes to a “minor” Bowl. Many alumni will attend—especially retirees, the very people you need to connect with (and who have the deep pockets). Remember the “snowbirds.”
- 3) Contact your alma mater’s alumni and/ or athletic office and find out the schedule of the “official” events, and the names of the major hotels hosting the university’s group tours.
- 4) Piggyback one of the school’s activities both for time and location. For example, hold your reception just before or after your school’s “official” pep rally.
- 5) Call the sales or catering office of one of the university’s host hotels and arrange for a function room, simple hors d’oeuvres and cash bar. If they are booked, ask them to suggest some place else in the area that could handle your party. I would estimate 10-25 alumni for a major bowl game (better to have overflow than an empty room).
- 6) Ask a local alumnus to host your event at a suitable restaurant or club close to the official hotel. Or, maybe he could organize an entertaining tailgate. We can provide you with a list of alumni who live in the area of the game.
- 7) There’s no such thing as a free reception. The host should not worry about paying out of his pocket. You should charge a modest amount to cover the fixed expenses.
- 8) Send a print and e-mail invitation to all of your alumni! Include phone, fax and e-mail to make it easy to sign up. Post a list of those who have signed up on your Web site.
- 9) Have a registration table! Take plenty of pictures for your Web site and newsletters. We can help print name tags and overnight them to you.
- 10) **Enjoy your event. Your alumni will thank you for pulling this all together.**