

# 2016 ELFSEA BARONIAL COLLEGE

Lady Aoife Ruadh inghean Ragnail  
Seneschal, Barony of Elfsea  
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## SUBMITTING ELFSEA EVENT BIDS: Not Scary at All Class Agenda

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- **SECTION 1: THE BASICS**
  - Opportunities to Submit Bids for the Barony
  - Your Elfsea Resources
  - The Actual Process
  - Why Certain Things Are Required
  
- **SECTION 2: EXAMPLES**
  - Electronic Form Template
  - Example of Completed Bid
  
- **SECTION 3: TAKING IT TO THE BIG TIME**
  - Tips from the Kingdom Seneschal's Bid Submittal Class
  - Baby Steps to Greatness (*i.e., Same Stuff, Larger Scale*)
  - Final Thoughts from the Baronial Seneschal
  
- **SECTION 4: DISCUSSION**

## **ELFSEA OPPORTUNITIES: THE BARONY HAS TWO FIRM EVENTS EACH YEAR:**

- **Elfsea Defender** (PED, pre-set for the first weekend in April, yearly our biggest draw)
  - *Camping* event
    - Location considerations; mostly outdoors
    - Amenities or Portable Amenities
    - Layout for various combat and skill-based activities
    - Possible feast, sideboards, and various food prep
    - Court layout and processing
    - Other activities, group or individual as desired
    - Room for kingdom championships to be tacked on (>\$)
    - Potential for Circles: Chiv/White Scarf/MOD/Centurion/Laurel/Pelican (>\$)
  - *Champions* named
    - **Chivalric**
    - **Rapier**
    - **Archery**
  - *Children/Family* attendance
    - Activities coordinated through MOC
    - Gate considerations (special waivers, pricing, etc.)
  - *Equestrian*
    - Not routine for Defender, but possible
    - Insurance Requirements
  
- **Baronial College** (non-PED, generally, the last weekend in September)
  - *Learning/Teaching* event
    - Location considerations; mostly indoors
    - Amenities and Classrooms
    - Amenities for combat, food-related, and hands-on classes (indoor/outdoor)
    - Sideboards or Feasts
    - Court set-up and processing
    - Other activities, group or individual as desired
    - Room for kingdom championships to be tacked on (>\$)
    - Potential for Circles: Chiv/White Scarf/MOD/Centurion/Laurel/Pelican (>\$)
  - *Champions* named
    - **A&S**
    - **Bardic**
  - *Children/Family* attendance
    - Activities coordinated through MOC
    - Gate considerations (special waivers, pricing, etc.)

*This list provides the more common activities that occur at the named events. These events can be expanded as necessary. **Populace members planning events and submitting bids are encouraged to think with realistic optimism-- and maximum creativity.** Work with the Seneschal, Exchequer, and B&B to obtain historical attendance, gate receipts, activities, and other ideas.*

**ELFSEA RESOURCES: You are not alone! Use your experts.**

- **Seneschal**
  - The Seneschal is the contracting authority for the barony and must sign any necessary paperwork related to the event.
  - All Event Stewards become Deputies of the Seneschal for the duration of the event (acceptance of bid to final reporting to kingdom).
  - The Seneschal, as part of the financial committee, will be able to help find ideas to reinforce weaker parts of the bid submittal, if necessary.
  - The Seneschal is also familiar with the functionality of the Elfsea Officer Corps and can provide information resources based on ideas or needs.
  - The Seneschal has no vested interest in who gets the bid and will provide equitable assistance and equal information to all members who request it as they are preparing their submittals.
- **Exchequer**
  - The Exchequer maintains all historical records for gate receipts, attendance, and final reporting for prior events. *Use this knowledge* to make your bid realistic.
  - The Exchequer will assist with end of event reporting and ensuring correct accounting.
  - The Exchequer should not be the gate coordinator.
  - Like the Seneschal, the Exchequer has no vested interest in who gets the bid and will provide equitable assistance and equal information to all members who request it as they are preparing their submittals.
- **Baron & Baroness**
  - Elfsea events are an extension of the B&B as they hold the lands for the Crown.
  - They will have control/input on timeline, schedules, and championships. Ask questions!
  - Find out what they envision for that year's activities; find out if they are aware of any extra events that can be tacked on to the event. Find out their likes/dislikes from past events.
- **Members of the Order of the Azure Keystone**
  - Companions of this order are given the recognition due to exceptional and ongoing work in support of the barony.
  - Per financial policy, an event steward must have a keystone for the duration of the event.
  - The Keystone will serve as the ultimate back-up if both the steward and/or co-steward cannot fulfill their duties.
  - It is important to keep your keystone informed of all plans, activities, schedules--- and especially issues, problems, or requests for assistance.
  - A list of keystones may be found at: <http://elfsea.ansteorra.org/barony/awards/keystone>
- **All 350+ active members of Elfsea**
  - As a person preparing to submit a bid for an event, enlist the aid of the many pelicans, laurels, knights, and white scarves in the barony.
  - Seek out assistance from various populace members whose talents may match the needs of your vision.
  - Don't be afraid to ask questions!

## ELFSEA EVENTS: BID SUBMITTAL PROCESS

- Elfsea has two main events: Defender in the spring and Baronial College in the fall.
  - Event bidding usually opens 6-9 months before the actual event.
  - Opening and Closing dates are announced at populace and published in the Tidings Newsletter.
  - Any member or group can submit a bid for an event.
  - All bids must be prepared in accordance with the baronial financial policy.
  - All submitted bids will be reviewed by the Financial Committee to determine feasibility.
  - All feasible submissions are presented to the populace for vote to determine the winning bid.
  - The proposer of the winning bid becomes the Event Steward and Deputy Seneschal for duration.
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### **CREATING THE BID:**

1. Reference class handouts: ***ELFSEA OPPORTUNITIES*** and ***ELFSEA RESOURCES***
  - a. Do a little research and formulate your winning idea for a great event.
  - b. Don't be afraid to ask questions.
2. There is an **electronic form** available that, when filled-in, auto calculates, totals, profits, and break-even points.
  - a. It is currently completing beta-testing and available from the Seneschal's office.
  - b. When filled-in, the form ensures that the bid meets:
    - i. All Elfsea Financial Policy requirements
    - ii. Many requirements for information to be posted in the Black Star newsletter
  - c. Anticipated posting on the Elfsea web page for all members to use: December 1, 2016.
3. A member may also submit their own **freeform (word or excel) version** of their bid as long as it ***accounts for all requirements as listed in the Elfsea Financial Policy.***

### **BID REVIEW:**

1. All bids received by the announced closing date are reviewed by the financial committee.
2. Proposers will be asked to attend the review meeting to answer questions, if necessary.
3. All feasible bids will then be presented to populace for vote.

### **BID APPROVAL:**

1. All feasible bids will be presented by the Seneschal to the populace for review, questions, and vote.
2. The proposer is asked to attend to answer questions, but all proposers will be sent out of the room when the vote occurs.
3. The winning proposal/bid will move forward to the Event Planning stage.

***NOTE:*** It is always in the best interest of the barony to obtain multiple bids for each event. This promotes choice and diversity. If your event bid is not found to be feasible or is not the winning bid, **DO NOT GIVE UP!** Work with the financial committee and Seneschal to improve your submittals for future bid processes. Practice makes perfect.

**\*\*EXCERPT FROM ELFSEA FINANCIAL POLICY (PROPOSED 2017)\*\***

**Event Bid Process:**

- a. All bids must contain the following information, and must adhere to Baronial, Kingdom and Society laws.
- b. **Basic budget** for the event must include, but is not limited to, site, porta-johns, prizes, mailings, site tokens, feast/food, and miscellaneous anticipated items.
- c. Additionally, the bid must include:
  - i. **Name of Keystone Advisor**
  - ii. **Event Steward's SCA or mundane resume.** A brief note about history or qualifications will suffice.
  - iii. **A copy of the contract** or quote from planned site. The Finance Committee may provide exemption from this requirement by majority vote.
  - iv. **Basic idea of event related to theme**, contests, food, children's activities, and other plans for the event.
  - v. **Description of any Baronial Championships** to be decided at the event.
  - vi. **Individuals who will receive complimentary admission:**
    - King of Ansteorra
    - Queen of Ansteorra
    - Prince of Ansteorra
    - Princess of Ansteorra
    - Baron of Elfsea
    - Baroness of Elfsea (define list)
- d. The **Finance Committee must determine financial viability of all event bids** and vote on the viability.
- e. **All viable bids shall be presented to populace at the next scheduled meeting for a majority vote.**
- f. Bids are to be presented by the person submitting the bid or by the office of the Seneschal-
- g. **Requests for reimbursements for event purchases must be turned in to the Exchequer no later than five (5) days after the event ends** in order for the event report to be prepared and submitted on time.
- h. Joint events will be subject to all regional financial policies, with baronial representation.
- i. A family for the purposes of Family max, if offered at an event, is defined as, up to 2 adults and children under 18 residing at the same residence.
- j. Gate Reconciliation
  - i. **Gate will be reconciled at the end of each gate shift**
  - ii. Final accounting and reconciling of the Gate shift sign-in sheets and money envelopes will be the exchequer or their appointed deputy and the person running gate. If these two people are related or one and the same, then a suitable second person will be chosen before the event begins.



# Black Star Event Ad Checklist

Event: \_\_\_\_\_ Steward: \_\_\_\_\_

*This checklist is an aid in the proper submission of event announcements to The Black Star and a signed copy **MUST** be included with your submission. All event announcements **MUST** contain and/or conform to all items under the Requirements section, by Corporate policy. Those listed under the Suggestions section are only a guide to details that will help you insure the most informative ad possible. This checklist may be submitted electronically as long as it carries the Seneschal's actual signature or is submitted by the Seneschal themselves.*

## REQUIREMENTS

- Date (modern: day, month, and year).
- Times that the site opens and closes.
- Name of the sponsoring group(s).
- Location of the site (name, address [street address if available], city, state).
- Name (both SCA and modern), postal address and phone number of the event steward (email is highly recommended).
- The statement: "Make checks payable to: {SCA Inc./Group Name}", if there is a registration price.
- The correct wording for the registration and member discount registration, if there is a registration price.
- The statement: "Minors must be accompanied by a parent or legal guardian. They may also attend with a 21 year or older adult with a signed and notarized Minor Event Waiver Form from the parents."
- A camera-ready map **and/or** directions to the site. If a map is included; it should be clear and easy to read, in black ink or laser printed (if not electronically submitted), written directions are provided with the map (if needed). A release from the artist that created the map is included. Maps from mapping programs are **not** acceptable.
- A release from the artist is included for all artwork (including maps and/or heraldry).
- The Seneschal of your group has signed off on your event announcement(s). Please do not send *The Black Star* any event announcements that have not been reviewed and signed by your Seneschal. The Seneschal can email the ad and this form from their official Seneschal email account instead of physically signing this form.

## SUGGESTIONS

- Can a stranger find the site by just using the map given, at 2:00 a.m., after driving 7+ hours, without stopping to look at a road atlas or ask instructions; even if they come from an unlikely direction?
- Is the entire event announcement typed, including the map?
- Are there beverage restrictions listed? "Discreetly Dry" is not allowed.
- Is there a feast and if so, for how much? How much is the site fee?
- Are pets allowed? If so, are there any restrictions?
- Have italic, script and calligraphy fonts been used for accent only?
- Can the event announcement be read easily (i.e., no very small font sizes or hard-to-read fonts)?
- Have any advertisement fees been included with the submission? The ad will not be published until all fees are paid.
- If you are sending an electronic file of your event announcement, have you included all graphics, fonts, and any other files needed to publish your ad. Do not assume that the Kingdom Chronicler has a copy of the font you used.
- Will the event announcement be emailed in time to arrive before *The Black Star* deadline of the 1st of the month? If not, have the appropriate late fees been included **AND** the Kingdom Chronicler notified of the late announcement?

## SENESCHAL RELEASE

*I have reviewed the attached submission, insured that the required items are included and grant my approval for publication in the following issues of The Black Star: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_.*

Group Name

Seneschal's Signature

Date

**BARONY OF ELFSEA  
EVENT BID FORM**

**EVENT SITE**

Site Name: _____ Telephone: _____  Price: _____ Deposit: _____  What is the maximum number of occupants for this site? _____  What features make this site good for the event? _____  List any site concerns or restrictions: _____  Any other notes on this site, not previously mentioned: _____	Physical Address: _____ Site Contact: _____  Site Available? YES <input type="checkbox"/> NO <input type="checkbox"/> Hours Available: _____  Kitchen Available? YES <input type="checkbox"/> NO <input type="checkbox"/>  Beverages? DRY <input type="checkbox"/> WET <input type="checkbox"/> Notes: _____  Pets Allowed? YES <input type="checkbox"/> NO <input type="checkbox"/> Notes: _____  <i>*This does not apply to Service Dogs as allowed by law.</i>
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**EVENT BUDGET**

	<b>TO BE COMPED</b> <i>(if attending)</i> NOTE: 14 Total Possible	Baron & Baroness +1 (3), King & Queen +1 (3), Prince & Princess +1 (3) <b>Champions:</b> Bardic (1), A&S (1), Rapier (1), Chivalric (1), Archery (1) How many planned comps for this event: _____ <b>TOTAL \$ of Planned Comps:</b> \$ _____																																																								
<table border="1" style="width:100%; border-collapse: collapse;"> <tr><td>Site:</td><td>\$</td><td>1.00</td></tr> <tr><td>Food (Feast/Sideboard):</td><td>\$</td><td>2.00</td></tr> <tr><td>Site Tokens:</td><td>\$</td><td>3.00</td></tr> <tr><td>Porta Potties</td><td>\$</td><td>4.00</td></tr> <tr><td>Children's Activities:</td><td>\$</td><td>5.00</td></tr> <tr><td>U-Haul Rental:</td><td>\$</td><td>6.00</td></tr> <tr><td>Other Rental:</td><td>\$</td><td>7.00</td></tr> <tr><td>Water Bearing:</td><td>\$</td><td>8.00</td></tr> <tr><td>Miscellaneous:</td><td>\$</td><td>9.00</td></tr> <tr><td colspan="3"><i>Other Costs (Please List):</i></td></tr> <tr><td><b>Example 1</b></td><td>\$</td><td>2.00</td></tr> <tr><td></td><td>\$</td><td>-</td></tr> </table>	Site:	\$	1.00	Food (Feast/Sideboard):	\$	2.00	Site Tokens:	\$	3.00	Porta Potties	\$	4.00	Children's Activities:	\$	5.00	U-Haul Rental:	\$	6.00	Other Rental:	\$	7.00	Water Bearing:	\$	8.00	Miscellaneous:	\$	9.00	<i>Other Costs (Please List):</i>			<b>Example 1</b>	\$	2.00		\$	-	<table border="1" style="width:100%; border-collapse: collapse;"> <tr><td colspan="2"><b>ESTIMATED ATTENDEES:</b></td></tr> <tr><td>High Estimate:</td><td align="right">0</td></tr> <tr><td>Low Estimate:</td><td align="right">0</td></tr> <tr><td><b>*Actual Expected:</b></td><td align="right"><b>0</b></td></tr> </table>	<b>ESTIMATED ATTENDEES:</b>		High Estimate:	0	Low Estimate:	0	<b>*Actual Expected:</b>	<b>0</b>	<table border="1" style="width:100%; border-collapse: collapse;"> <tr><td colspan="2" style="text-align: center;"><b>FEES</b></td></tr> <tr><td>Adult Fee:</td><td align="right">\$ -</td></tr> <tr><td>Adult Fee w/Member Discount:</td><td align="right">\$ -</td></tr> <tr><td>Children (6-17):</td><td align="right">\$ -</td></tr> <tr><td>Children (0-5):</td><td align="right"><b>Free</b></td></tr> <tr><td><b>FAMILY MAX:</b></td><td></td></tr> </table>	<b>FEES</b>		Adult Fee:	\$ -	Adult Fee w/Member Discount:	\$ -	Children (6-17):	\$ -	Children (0-5):	<b>Free</b>	<b>FAMILY MAX:</b>	
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<b>BUDGET TOTAL:</b>	<b>\$ 47.00</b>	<b>Break Even Point:</b> Paying Attendees Needed	<b>#DIV/0!</b>																									
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<b>Additional Notes:</b> <i>Attach any extra info, maps, etc. if needed.</i>	
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Signature of Seneschal or Exchequer receiving proposed bid: \_\_\_\_\_ Date: \_\_\_\_\_

**(\*) Required**

**EVENT RECONCILIATION**

**EVENT NAME:** \_\_\_\_\_

**Event Steward Name & Email:** \_\_\_\_\_

PLANNED BUDGET from Bid		ACTUAL SPEND by receipts		
Site:	\$ -	\$	-	
Food (Feast/Sideboard):	\$ -	\$	-	
Site Tokens:	\$ -	\$	-	
Porta Potties	\$ -	\$	-	
Children's Activities:	\$ -	\$	-	
U-Haul Rental:	\$ -	\$	-	
Other Rental:	\$ -	\$	-	
Water Bearing:	\$ -	\$	-	
Miscellaneous:	\$ -	\$	-	
<i>Other Costs (Please List):</i>				
	\$ -	\$	-	
	\$ -	\$	-	
<b>BUDGET TOTAL:</b>	<b>\$ -</b>	<b>TOTAL SPEND:</b>	<b>\$ -</b>	<b>DIFFERENCE: \$ -</b>

<b>GATE PROCEEDS:</b>	\$	<b>500.00</b>
<b>Less TOTAL SPEND:</b>	\$	<b>-</b>
<b>TOTAL PROFIT:</b>	\$	<b>500.00</b>

\*Please attach any documents from gate count or gate coordinator.

\*All receipts must be turned in within the required policy deadline to obtain reimbursement.



**BARONY OF ELFSEA  
EVENT BID FORM**

EVENT NAME:	2016 Baronial College	EVENT DATE:	Saturday, October 1, 2016
COMPLETED BY: <i>(EVENT STEWARD)</i>	SCA Name: Mundane:	TELEPHONE:	817.554.0673
	Astridr Fjokkisdottir	EMAIL:	busymakenzie@gmail.com
	Makenzie Lechtenburg		
KEYSTONE*: <i>*Required</i>	SCA Name: Mundane:	TELEPHONE:	817.501.4647
	Sebastian Frobishire	EMAIL:	sebastianf@att.net
	Archie Darr		
Have dates for conflict been checked by Seneschal and verified*?	YES <input checked="" type="checkbox"/>	Event START Date & Time:	8am / October 1, 2016
	NO <input type="checkbox"/>	Event END Date & Time:	9pm / October 1, 2016
<b>EVENT ORGANIZATION/THEME</b>			
PLANNED FOOD:	None <input type="checkbox"/>	Sideboard <input checked="" type="checkbox"/>	Feast <input type="checkbox"/>
	Other <i>(Please List)</i> :		
Please describe your plans/vision/theme for this event:	The theme is "SHARE THE KNOWLEDGE"; classes are planned toward tracks/levels. Hoping to have fibre arts, costuming, fighting, cooking, and family-oriented topics designed to get parents involved even when they bring children. The plan is to have something for every level of SCA player.		
Please list any planned activities (classes, competitions, children or youth, naming of champions, etc.)	The Kingdom MOC will be planning/coordinating children's activities, there will be a Bardic and A&S competition with champions named.		
<b>BASIC EVENT STEWARD TEAM</b>			
<b>CO-STEWARD</b>			
SCA Name:	Silvana Corwin	Mundane:	Rachel Schubert
E-Mail:	rachelm_sherman@yahoo.com	Telephone:	
			OTHER (please list):
			SET-UP / TEAR DOWN
			Mundane:
			Telephone:
<b>GATE COORDINATOR</b>			
SCA Name:	Johanna de Veron	Mundane:	Pamela Taylor
E-Mail:	chronicler@elfsea.ansteorra.org	Telephone:	
			OTHER (please list):
			Mundane:
			Telephone:
<b>FEAST-O-CRAT / SIDEBOARD COORDINATOR</b>			
SCA Name:	Aoife Ruadh inghean Ragnaill	Mundane:	Debra Carrejo
E-Mail:	aoife_ruadh@yahoo.com	Telephone:	817.800.2685
			OTHER (please list):
			Mundane:
			Telephone:
<b>CLASS COORDINATOR</b>			
OTHER (please list):	_____		
SCA Name:	TBD	Mundane:	_____
E-Mail:	_____	Telephone:	_____

BARONY OF ELFSEA  
EVENT BID FORM

EVENT SITE

Site Name: First Jefferson Unitarian Universalist Church  
 Telephone: 817.451.1505  
 Physical Address: 1959 Sandy Lane  
Fort Worth, TX 76112  
 Site Contact: Karl Thibodeaux

Price: \$ 950.00 Deposit: N/A  
 What is the maximum number of occupants for this site? 180

What features make this site good for the event?  
 Multiple classrooms; large spaces, good kitchen, and access to the sanctuary

List any site concerns or restrictions:  
 Parking has a max of 65+/- spaces and the overflow at park is currently blocked off due to construction. With Street parking, possibly 75-80 spaces

Site Available? YES  NO   
 Hours Available: 8am - 9pm

Kitchen Available? YES  NO

Beverages? DRY  WET   
 Notes: Church/No Alcohol

Service Animals? YES  NO   
 Notes: With Leash

EVENT BUDGET

TO BE COMPED (if attending) 13 Total Possible	Baron & Baroness (2), King & Queen +1 (3), Prince & Princess +1 (3) Champions: Bardic (1), A&S (1), Rapier (1), Chivalric (1), Archery (1)
How many planned comps for this event: <u>7</u>	
TOTAL \$ of Planned Comps: \$ <u>105.00</u>	

ESTIMATED ATTENDEES:

High Estimate:	110
Low Estimate:	60
Expected:	89

Adult Fee:	\$ 20.00
Adult Fee w/Member Discount:	\$ 15.00
Children (6-17):	\$ 10.00
Children (0-5):	Free
FAMILY MAX:	\$45

How many paying attendees are required to break even?	83
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Expected PROFIT: \$	95.00
Expected LOSS:	N/A

Feast/Sideboard (when not included in fee)	INCLUDED
Adult:	INCLUDED
Children:	INCLUDED

Additional Notes:  
 (Attach any extra information, maps, etc. if required)

\*Site tokens materials have been donated and will be assembled with volunteer labor. \*Family max may change due to new rules coming out at roundtable. \*Plan to continue seeking alternative locations, just in case there is less expensive availability with better parking. \*There are no special events planned at this, so it is anticipated to be low key. (See attached resume for Event Steward)

Signature of Seneschal or Exchequer receiving proposed bid: *Debra Cayo* Date: 7/6/16

## **Bidding for and Hosting Kingdom Events**

Brian O'hUilliam, Kingdom Senschal

- Which Kingdom event?
  - Coronation, Crown, Queen's Champion, Kingdom A&S, LPT, Collegiums, Other?
- Profit Split – Is it local branch sponsored or Kingdom Sponsored?
  - 70/30 (Coronation, Crown, QC); 50/50 (LPT, Kingdom A&S, AHSS); 0/100
- Check your bid due dates!
- Stand alone or in conjunction?
- Where was this event held last? What is the regional rotation?

### **BIDS**

- Expected attendance? Ask Kingdom Exchequer
- Expected income? Ask Kingdom Exchequer
- Site requirements/expectations?
- Budget – Reasonable and realistic
- Submitting Forms – Google Doc (Exchequer), Calendar Request (Seneschal), other.
  - Submit to ALL the appropriate officers

### **HOSTING**

- Contracts & liability
- Event Ad for Black Star (or no business of lasting importance)
- Insurance? Proof, additional insured, equestrian?
- Running Gate – take care of waivers!
- Event Stewards are deputies to the Seneschal
- Report on time
- You represent the Kingdom & possibly your local group
- Adapt (and communicate with the Financial Committee)

**SAMPLE BUDGETS**

<b>COSTS</b>	
Site:	\$ 200.00
Waterbearing:	\$ 30.00
Site Tokens:	\$ 40.00
Porta-Potties:	\$350.00
Miscellaneous :	\$50.00
<b>Total Cost:</b>	<b>\$ 670.00</b>
Site Fee:	\$10.00

Break Even = 67 people

Southern Region average Crown attendance = approx. 175

Kingdom Profit at 175 adults: \$1,080.00

Site		\$900.00
Site Tokens		\$70.00
Supplies		\$30.00
Ads		\$60.00
Insurance		\$50.00
<b>TOTAL</b>		<b>\$1,110.00</b>
Site Fee		\$12.00
<b>Break Even</b>		<b>93</b>

<b>Feast</b>		<b>\$350.00</b>
Feast Fee		\$6.00
<b>Break Even</b>		<b>58</b>