



Initial Discovery Document

Event Scope

1. What does this event involve?
 - a. Main attraction
 - b. How long is the duration of the main attraction?
 - c. What other aspects are involved? After party? Music festival? Vendor venue?
 - d. What sets your event apart from competing events in a similar scope?
2. Who is your target market for this event?
 - a. Have you done demographic research that indicates that your target market is receptive?
 - b. Have you done market test surveys to establish a need or desire for your event within your target demographic?
3. Why do you feel this event will be successful?
4. Do you have experience producing this event?
 - a. If not, why do you feel you are the appropriate party to develop/produce this event?
 - b. If you do have experience, please share what experience.
5. What challenges are you anticipating with putting on this event?
6. What elements are key to the success of your event? (Venue, audience, time of year, etc)

Business/Operations Plan

1. How many participants are you anticipating?
2. Do you have a marketing plan for attracting the anticipated number of participants?
 - a. Do you have a charity that will help promote your event?
 - b. Do you have media connections or an existing significant following?
 - c. What challenges do you anticipate with marketing?
3. Do you have successful experience executing a marketing plan?
4. Have you run an accurate budget for determining breakeven on the event without outside sponsorship?
5. How will this event be funded?
 - a. Is there an existing reserve for funds needed to produce the event? Does it cover the breakeven cost or will it need supplementing?

- b. If private investments, have those investments been confirmed? Are there special considerations on the part of the investors that must be met, if so, what are they?
 - c. If by sponsorship, do you have committed sponsors at this point? Who are they? What are their conditions for partnership? Do you have experience with sponsorship contracts and what specific experience?
 - d. If by registration fees, how will you pay for deposits, branding (signs, etc), and consumables before the majority of fees come in?
 - i. If registration fees are unable to cover the cost of the race and third party hires, how will you cover expenses after the event?
 - e. What happens if available funding for the event falls short of breakeven?
 - f. What happens if the anticipated numbers are low before the event? Will you cancel the event, soldier on, or something else?
6. What is the ultimate goal for the event? If no long term goal, what are your short term goals?
 - a. What does success look like, and if you experience continued success, what goals do you anticipate setting to capitalize on this success?
 - b. What does failure look like, and what will you do if you experience failure?
7. What is your current organizational structure?
 - a. How many people are on your team and what are their roles?
 - b. How do these people report to one another?
 - c. What particular strengths, in contrast to other organizations, do you feel your team has?
 - d. What weaknesses, in contrast to other organizations, do you feel your team has?
 - e. Do you feel you have enough people to realize your goals at this time? If not, what are your concerns?
 - f. What experience do you have managing teams?
 - i. What is your managerial style?
8. Communication styles:
 - a. Do you prefer phone, email, or in person communication (please order by rank)?
 - b. How do you feel about meetings – should they be frequent, when necessary, or other?
 - c. How technologically savvy is your organization? Can business be efficiently conducted with shared documents over the internet and email?
9. Professional services:
 - a. Do you have an attorney at your disposal to oversee contracts and deal with other needs? How have you sourced this person (or how will you)?
 - b. Do you have a financial professional prepared to keep the books on the event? How have you sourced this person?
 - c. Do you have a relationship with other third parties such as insurance vendors or event rental vendors that you would like to use? How have you sourced these individuals?

Partnership with All Out Events

1. If seeking partnership with All Out Events, what incentives are you prepared to offer to ensure a win-win for both entities (no need to be specific, but general conditions)?
2. If seeking consultation with All Out events for specific needs, do you agree to promptly pay when invoiced?
3. If seeking to hire All Out Events to produce all or some of the elements of your event, are you prepared to pay a significant deposit up front to demonstrate commitment and pay for our initial partnership costs (such as hiring and insurance)?
4. What elements are you seeking All Out Events to perform?
 - a. Customer service interactions –may include phone call reception, email reception, social media questions
 - b. Brand development – may include establishing branding guidelines, logos, conducting demographic surveys, providing text
 - c. Marketing – may include contracting third party vendors such as magazines, radio, or tv, developing a plan, website design and management, press releases, blog posts, social media management, and branding/graphic design
 - d. Financial management – may include developing and maintaining budget, paying bills, bookkeeping
 - e. Sponsorship – may include identifying potential sponsors, developing a sponsorship proposal, making proposals, and retaining relationships with sponsors
 - f. Securing third party contracts – may include insurance, staff, rental companies, photographers, videographers, graphic designers
 - g. Establishing event operations – may include development of operational manual, management of logistics such as flights, rentals, and deliveries, setting timeline, and buildout/course marking guidelines
 - h. Evaluating established event operations for cost-cutting or increasing operational efficiency
 - i. Renting All Out Event equipment – may include finish arch, radios, fences, trailers, obstacles, or other event supplies available
 - j. Event buildout – may include course build out, creation of buildout guides, manufacturing and securing event supplies, course marking, venue build out
 - k. Event execution – may include all management of the event day of (including providing staff)
 - l. Event clean up and supply disposal/storage
 - m. Post event – may include collecting timing information, photographs, sending post event email, posting these things, and conducting a post-event survey, creating a lessons learned document, evaluating staff performance post-event
5. What type of relationship do you expect to conduct with All Out Events?
 - a. Do you understand that we will set timelines and deadlines based on best practices for event and participant success (and that our priority is producing a quality event above all else) and that these timelines are non-negotiable once agreed upon?

- b. If needs come up that are not addressed in contract or expressly understood to be the responsibility of either party, how will you expect that to be handled?
 - c. If All Out events needs access to information to do our job, understanding that we will not use or sell this information for any reason other than the intended use, do you agree that even if you consider it sensitive information (budget/vendor access/registration information), you will provide it as soon as possible?
 - d. If you are unsatisfied with All Out Events for any reason, how would you expect to handle that?
6. What concerns do you have about working with All Out Events?