

Circus Vidbel Sponsor Checklist

- [] **Secure a lot big enough to hold the circus (200'x200' min.)** that is flat and has no overhead obstructions or hidden underground services and has adequate space nearby for parking. Ideally the lot should be visible from the road.
- [] **Get permission from your town government**, police dept., fire dept., building inspector, and health dept. to hold a circus (Check with town administration to see if other permits are required)
- [] **Order port-a-johns, manure truck and trash removal method** for delivery early on show day
- [] **Place posters on windows of stores and other establishments two to three weeks before the show date** in high traffic, high visible locations.
- [] **Deliver tickets to your sales locations three weeks before the show** date in your town. Make sure they have plenty of signs and posters to alert the public they are a Circus Vidbel Ticket Sales Location.
- [] **Ask each member of your organization to sell their share of the first 300 tickets.**
- [] **Ask other organizations to sell tickets for you** and give them a share of your commission such as PTO's, church's members and service clubs. Provide them with flyers to help them sell tickets
- [] **Arrange to Place circus print ads in local media** as a non-profit organization to get the lowest advertising rate. We will supply the ad materials as well as prepared articles to promote the show. **Ask the media to run circus articles and calendar listings three weeks before show day.** Media should be placed to start **three weeks before the show date.** All advertising should be approved prior to placement.
- [] **Check on ticket sales each week before show date.** Make sure members are selling their ticket allotments. Make sure ticket sales locations have enough tickets. Be sure all the ads and PR releases have reached the media in time for their deadlines.
- [] **Follow up on port-a-johns, manure truck and refuse removal** to be certain they will be at show grounds on time.
- [] **Collect all unsold tickets and cash from ticket sales outlets and organization members the night before the show.** Now is the time to get ready for settlement at 11am at the Circus office wagon
- [] **Be at the Circus Vidbel office wagon promptly at 11am on show day** to settle with the show on advance sale tickets. **Bring the permits** issued for the circus to the office wagon at that time.
- [] **Return to the office wagon at the last show intermission** to settle on circus day ticket sales.

Relax and Enjoy the circus! You've done a good job!