



Alliance Event Timeline

This document describes what you can expect to take place when preparing for your upcoming 4th Day Alliance event. If you have any additional questions, please contact us at the following email address: contact@4thdayalliance.com

GENERAL TIMELINE

- 4th Day Alliance is contacted and a tentative date is scheduled.
- Event Coordinator is sent an email with the website address to fill out the *Event Questionnaire*.
- Based on the information given, an estimated cost for reimbursement will be provided to the Event Coordinator.
- Event Coordinator will sign and return the *Event Agreement Form*.

EVENT MARKETING

- The 4th Day Alliance will create an event trailer with a unique website address for your attendees. An email should be sent to all invitees with this website link attached (event coordinator can send this email, or they can request that the 4th Day Alliance sends it out).
- The event will be added to the 4th Day Alliance online calendar page.
- If it is a public event, the 4th Day Alliance will send out an email to all of its members who are in the general vicinity of the event.
- A full color flier will be created by the 4th Day Alliance to promote the event. This flier will be forwarded to the Event Coordinator in PDF format. The 4th Day Alliance will also print and mail up to 10 of these full color fliers to the Event Coordinator, if requested.

ONE WEEK BEFORE THE EVENT

- Invoice for reimbursement of expenses will be forwarded to the Event Coordinator.
- Reminder email should be sent out to all invitees.
- Event Coordinator should ensure that all preparations are finalized for the event.
- It's time to get excited!