

# Festival Overview

**Event Date:** October 10-11, 2026

**Location:** Chappell Hill, Texas

**Organizer:** BirdDog

**Expected Attendance:** 20,000 attendees over two days

## Committee Structure Overview

The festival is organized into eight core committees, each with distinct responsibilities and goals. Each committee is led by a Chairperson and Co-Chair (or Vice-Chair) who will receive VIP access to the BirdDog office area via wristband.

### Committee Identification System

Each committee will be identified with vests and badges:

Committee	Chair Title
Parking Committee	Parking Chair
Exhibitor/Vendor Committee	Vendor Relations Chair
Music/Ticket Sales Committee	Entertainment & Sales Chair
Sponsorship Committee	Sponsorship Chair
Operations/Logistics Committee	Operations Director
Scarecrow Decor Committee	Scarecrow & Decor Chair
(subcommittee) Trash/Cleanup/Restrooms Committee	Sanitation & Grounds Chair
Chili Cookoff Committee	Chili Cookoff Chair

# VOLUNTEER PROGRAM

## ABOUT VOLUNTEERING

Volunteering with the Scarecrow Festival is a privilege. As a volunteer, you join a select group of dedicated individuals who bring our festival to life and serve our community. We are proud of our volunteers and the essential role they play in making the Scarecrow Festival a cherished tradition.

### Leadership roles (Chair & Co-Chair):

Chairs should expect to attend one executive leadership meeting per month and contribute an average of **~10 hours per week** throughout the planning cycle, with heavier involvement as the event approaches. Co-Chairs support the Chair and may see variable hours depending on timing and needs.

### General committee volunteers:

Time commitment is lighter during early planning and increases closer to the festival—typically ranging from **1–5 hours per week early on**, ramping up to **10–20 hours per week** in the final weeks before the event.

## Volunteer Program

To show appreciation for our volunteers and encourage goal achievement, BirdDog has established a performance-based incentive program:

### Rewards Structure

Role	Requirements	Benefits
<b>Chairperson</b>	Lead committee through all planning phases and achieve 100% of committee goals	<ul style="list-style-type: none"><li>• VIP wristband (BirdDog office access)</li><li>• Free concert tickets (2)</li><li>• Committee vest &amp; badge</li><li>• Special recognition at event</li></ul>
<b>Co-Chair/VP</b>	Support chair and achieve 100% of committee goals	<ul style="list-style-type: none"><li>• Free concert ticket (2)</li><li>• Committee vest &amp; (<u>badge pending goal achievement</u>)</li></ul>
<b>General Volunteer</b>	Achieve personal goals set by committee chair	<ul style="list-style-type: none"><li>• Free concert ticket (1)</li><li>• Committee vest &amp; (<u>badge pending goal achievement</u>)</li></ul>

**Note:** All incentives are earned based on goal achievement and active participation throughout the planning and event periods.

## Detailed Committee Roles & Responsibilities

### **Parking Committee**

<b>Chair Title</b>	Parking Chair
<b>Team Structure</b>	1 Chair, 1 Co-Chair, 3-4 Team Leads (one per lot), 15-20 volunteers/valet)

### Committee Description

Manages all parking operations, traffic flow, and vehicle coordination throughout the festival.

### **Key Responsibilities**

- Coordinate with local authorities for parking permits and traffic control
- Design parking lot layout and signage strategy
- Sell Parking Tickets Pre-Event and Day of Event
- Develop safe and secure SOP for cash management from Ticket sales during event.
- Recruit and train parking attendants (minimum 15-20 volunteers)
- Develop traffic flow plan for entry and exit
- Arrange for overflow parking if needed
- Manage VIP/vendor parking areas separately
- Coordinate with shuttle services if applicable
- Handle ADA-compliant parking arrangements
- Monitor parking capacity in real-time during event

### **Performance Goals (adjustable by Chairman)**

- ✓ Process 500+ vehicles per day without delays exceeding 10 minutes
- ✓ \$12.5k in parking revenue
- ✓ Achieve zero parking-related incidents or accidents
- ✓ Maintain 95% volunteer attendance for all shifts
- ✓ Complete parking setup 2 hours before gates open

## Exhibitor/Vendor Committee

<b>Chair Title</b>	Vendor Relations Chair
<b>Team Structure</b>	1 Chair, 1 Co-Chair, 2 Setup Coordinators, 1 Vendor Recruitment coordinator, 4-6 volunteers for check-in

### Committee Description

Manages all vendor applications, booth assignments, and vendor services throughout the festival.

### Key Responsibilities

- Review and approve all vendor applications
- Coordinate vendor booth assignments and layout
- Communicate setup/teardown schedules to vendors
- Manage vendor check-in process on event days
- Ensure all vendors have proper permits and insurance
- Handle vendor concerns and conflicts during event
- Coordinate electricity, water, and other vendor needs
- Enforce vendor rules and regulations
- Collect vendor feedback post-event

### Performance Goals (adjustable by Chairman)

- ✓ Secure 200+ quality vendors across diverse categories
- ✓ Secure \$100k revenue
- ✓ Process all vendor applications within 5 business days
- ✓ Achieve 90% vendor satisfaction rating
- ✓ Complete vendor setup check 1 hour before gates open

## Music/Ticket Sales Committee

<b>Chair Title</b>	Entertainment & Sales Chair
<b>Team Structure</b>	1 Chair, 1 Co-Chair, 1 Artist Liaison, 1 Technical Coordinator, 6-8 ticket booth volunteers

### Committee Description

Manages concert bookings, ticket sales, and all music-related event logistics.

### Key Responsibilities

- Book and coordinate all musical acts and entertainment
- Curate ticket packages and pricing to meet revenue goals
- Negotiate contracts with performers
- Manage ticket sales platforms (online and on-site)
- Coordinate sound, lighting, and stage requirements
- Develop entertainment schedule and stage lineup
- Handle artist hospitality and green room needs
- Manage ticket booth operations during event
- Track ticket sales and revenue
- Coordinate with security for stage area

### Performance Goals(adjustable by Chairman)

- ✓ Sell 2,000+ tickets (combination of advance and day-of sales)
- ✓ Secure \$75k ticket sale revenue
- ✓ Book 3-4 quality acts representing diverse musical styles
- ✓ Process ticket transactions with less than 2% error rate
- ✓ Achieve 90% advance ticket sales (to reduce day-of congestion)

## Sponsorship Committee

<b>Chair Title</b>	Sponsorship Chair
<b>Team Structure</b>	1 Chair, 1 Co-Chair, 2-3 Account Managers, 2 Fulfillment Coordinators

### Committee Description

Secures financial sponsors and manages all sponsor relationships and benefits fulfillment.

### Key Responsibilities

- Develop sponsorship packages at multiple tier levels
- Identify and solicit potential sponsors
- Negotiate sponsorship agreements
- Ensure sponsor logo placement and recognition
- Coordinate sponsor booth/activation areas
- Fulfill all sponsorship benefits and deliverables
- Maintain sponsor database and relationships
- Provide sponsors with post-event reports and metrics
- Thank and recognize sponsors publicly
- Sell VIP ticket spots (100 max including volunteer positions)

### Performance Goals (adjustable by Chairman)

- ✓ Secure \$100,000+ in total sponsorship revenue
- ✓ Secure \$35,000+ in VIP wristband sales
- ✓ Sign 15-20 sponsors across all tier levels
- ✓ Deliver 100% of promised sponsor benefits
- ✓ Achieve 70% sponsor renewal commitment for next year (prioritizing quality sponsors)

## Operations/Logistics Committee

<b>Chair Title</b>	Operations Director
<b>Team Structure</b>	1 Chair, 1 Co-Chair, 1 Permits Specialist, 1 Equipment Manager, 8-10 setup crew volunteers

### Committee Description

Manages all operational infrastructure including permits, insurance, utilities, and overall site logistics.

**Key Responsibilities:** Run committee operations and planning, ensuring all logistics, responsibilities, and setup are completed on time with no last-minute gaps.

- Obtain all necessary permits and licenses
- Work closely with/manage trash/sanitation committee
- Coordinate insurance coverage for event
- Arrange for electricity, water, and utility hookups
- Manage equipment rentals (tents, tables, chairs, generators)
- Coordinate with emergency services (police, fire, EMS)
- Develop site map and layout plan
- Oversee setup and teardown operations
- Manage volunteer check-in and coordination center
- Handle communications and walkie-talkie distribution
- Ensure legal docs (volunteer indemnity card, etc.) are signed by necessary parties
  - **ensures we're fully covered from a legal and risk standpoint.**

### Performance Goals (adjustable by Chairman)

- ✓ Secure all permits 60 days before event (according to state laws)
- ✓ Complete site setup day before gates open
- ✓ Maintain zero safety violations
- ✓ Ensure legal compliance with permits/licensing

## Scarecrow Decor Committee

<b>Chair Title</b>	Scarecrow & Decor Chair
<b>Team Structure</b>	1 Chair, 1 Co-Chair, 3-4 Design Leads, 15-20 decorating volunteers (focus on local women)

### Committee Description

Creates the festival atmosphere through scarecrow displays and fall decorations. Community-focused committee engaging local Chappell Hill families, home owners and businesses.

### Key Responsibilities

- Design and create scarecrow displays (target 50+ scarecrows)
- Coordinate decoration themes with local community
- Develop and execute decorating competition for prize
- Source and manage decoration materials and supplies
- Recruit local crafters and artists for scarecrow creation
- Install all decorations and scarecrows throughout venue
- Create photo opportunity areas
- Maintain decorations during event
- Organize scarecrow-making workshops pre-event
- Remove and store decorations post-event

### Performance Goals (adjustable by Chairman)

- ✓ Create 50+ unique scarecrow displays
- ✓ Decorating competition to involve community
- ✓ Engage 25+ local community members in decoration creation
- ✓ Install all decorations 1 month before event date

## Trash/Cleanup/Restrooms Committee

<b>Chair Title</b>	Sanitation & Grounds Chair
<b>Team Structure</b>	1 Chair, 1 Co-Chair, 2 Restroom Monitors, 2 Trash Coordinators, 12-15 cleanup crew volunteers

### Committee Description

Maintains cleanliness, waste management, and restroom facilities throughout the festival.

### Key Responsibilities

- Arrange portable restroom rentals (quantity based on attendance)
- Coordinate trash can placement throughout venue
- Schedule regular trash collection during event
- Coordinate restroom cleaning and restocking schedule
- Manage recycling program if implemented
- Develop cleanup crew rotation schedule
- Coordinate post-event comprehensive cleanup
- Ensure ADA-compliant restroom access
- Monitor and address sanitation issues in real-time

### Performance Goals (adjustable by Chairman)

- ✓ Maintain 1 restroom per 75 attendees ratio
- ✓ Keep restrooms stocked and cleaned every 2 hours minimum
- ✓ Collect trash from bins before overflow (every 1-2 hours)
- ✓ Complete post-event cleanup within 1 day of event

## Chili Cookoff Committee

<b>Chair Title</b>	Chili Cookoff Chair
<b>Team Structure</b>	1 Chair (Rick Doak), 1 Co-Chair, 1-2 Registration Coordinators, 3-4 Judging Volunteers, 4-5 setup/support volunteers

### Committee Description

Organizes and manages the chili cookoff competition, including contestant registration, judging, awards, and all related logistics.

## Key Responsibilities

- Develop chili cookoff rules and competition format
- Plan and execute live auction and concert post chili cook off (concert 90 min)
- Recruit and register chili cookoff contestants
- Coordinate cooking area setup and contestant spaces
- Recruit and train judges for the competition
- Manage judging process and scoring system
- Coordinate prizes and awards for winners
- Ensure food safety and health code compliance
- Manage contestant check-in and assignment process
- Coordinate awards ceremony and winner announcements

## Performance Goals (adjustable by Chairman)

- ✓ Secure 15+ chili cookoff contestants
- ✓ \$50k cookoff revenue from live auction
- ✓ Complete judging process on schedule without delays
- ✓ Achieve zero food safety violations
- ✓ Complete cookoff setup 3 hours before competition start

