Planning a Dance Guide

Use this guide to determine what your organization will need to do to have a successful event. Before planning your event, read through the Campus Dance Policy: [https://students.berkeley.edu/uga/dance.stm](https://students.berkeley.edu/uga/dance.stm). A dance must be planned at least **60 days** in advance.

### Make Early Plans
- Determine Event “SMART” Goals – Specific, Measureable, Achievable, Relevant, Time-bound
- Project Target Audience
- Make a Budget
- Get Volunteers – Estimate 1 volunteer for every 20 guests
- Design an Event Theme
  - Is there a dress code?
- Select Possible Dates and Times
- Student Groups – Meet with your Advisor

### Reserve Your Event Space - 60 days in advance
- Decide date and time of event (dances must end no later than 2am)
- Reserve the location
  - Ask what is included in the rental
    - Tables (head table, registration table), Chairs, Podium, Stage, Easels
    - Audio Visual – microphone, sound system, projector, screen, laser pointer
  - Consider Location
    - Is there a rental fee
    - Does venue require use of their Catering Services
    - Disability Access
    - Venue Capacity
    - Does venue offer Green Events (Composting, Recycling)
    - Parking / Public Transportation close by
      - PARKING PERMITS: Event Services has “one-day passes” on hand and will add the cost to your reservation if requested.
  - For spaces managed by Event Services at the ASUC Student Union: Filling out an online Web Request: [https://ems-pa02.berkeley.edu/ASUC](https://ems-pa02.berkeley.edu/ASUC). For student groups, only signatories of Registered Student Organizations with the LEAD Center, student government, and/or fraternities and sororities may make requests.
  - Confirm the maximum capacity for venue – use this to decide total number of ticket to sell

### Submit Signed Reservation and Pay Deposits
- Submit a signed reservation confirmation according to the venue policy, within their time requirements
- Know Deposit & Cancellation Policies

### Dance Policy on Campus
If planning in space managed by Event Services, an Event Coordinator will work with you to submit these forms and comply with the dance policies. If in another space, a LEAD center coordinator will work with you and the venue to comply with these policies.

- Complete and submit a “Dance Worksheet” to the LEAD Center at [dancereview@lists.berkeley.edu](mailto:dancereview@lists.berkeley.edu) at least 35 working days in advance
- Complete a Police Services Request Form and conduct a UCPD Security Assessment for the event. **>42 days advanced notice**
UCPD will assign uniformed officers to secure all dance events on campus. This mandatory service will cost $600-$1500.

Contact Marsh Campus Connexions for event insurance. **>28 days in advance**
- [http://riskservices.berkeley.edu/student/events-activities/faq#caterers](http://riskservices.berkeley.edu/student/events-activities/faq#caterers)
- A Certificate of Insurance listing “The Regents of the University of California” as additional insurance is required for all dances held on campus.

Submit publicity materials to your LEAD Center Advisor for approval **>28 days in advance**
- All publicity materials (including social media postings) must be approved by the LEAD Center and UCPD prior to posting/distribution.

Set up ticket sales **<28 days in advance**
- Decide how many tickets to sell. Cannot sell more tickets than venue has space for.
- Tickets must be printed and sequentially numbered
- All tickets must be purchased by a UC Berkeley student with valid ID. UC Berkeley student must purchase tickets for guests, and the guest must be present when ticket is being purchased and present a college ID

Event Planning on Campus

**FOOD & DRINK / CATERING**

Submit a Food Permit Form: If selling or serving food at this event, submit the Food Permit Form online at least 14 days in advance of your event through the Office of Environmental Health and Safety: [http://was.ehs.berkeley.edu/foodpermit](http://was.ehs.berkeley.edu/foodpermit)

Catering Information: If a caterer will be onsite during/at the event, they must submit insurance, a copy of their business license, their latest health inspection report, copies of workers comp if they are having workers onsite, and car insurance if they are driving on campus.

Open Flame/Cooking Permit: Are you planning to have a BBQ? If so, this form must be filled out at least 14 days before your event.

Obtain Amplified Sound Approvals: If you are using amplified sound outside of the allowed times/places (12-1pm; 5-7pm on Upper and Lower Sproul only), please work with Event Services to receive an amplified sound exception for your event:
- Event Services will email you the information with your Tentative Reservation. Contact each building coordinator by email to request and amplified sound exception.
- Send Event Services all of the amplified sound exception authorizations from the building coordinators.
- Consider who will be monitoring the sound at your event using an App such as Decibel 10th.

Outdoor

Submit a Special Event Permit: Event Services will help you obtain an approved Special Event Permit through EH&S if you plan to have more than 50 people at your event, are planning to use a tent or a canopy larger than 400-square feet, or plan on using a space on campus in a capacity other than its normal use.
EQUIPMENT: Event Services can rent equipment for you (and add the cost to your reservation) including tables, chairs, sound system, microphone, linens, and canopies (in case of rain).
- Student groups can request tables & chairs from the Student Tabling Program through Event Services at no cost. Event Services can rent equipment for all other groups for a fee.

FACILITIES SERVICES: Event Services will coordinate through Campus Facilities Services if you plan to have any electrical power set up, trash bins, recycling bins, composting bins, and/or if you need portable restrooms.
- If the event is more than 4 hours and there is food, you are required to rent portable restrooms and trash bins for a fee. Please note that bins and restrooms are dropped off and picked up Monday through Friday. There is a fee to have the lawn sprinklers turned off.

STUDENT GROUP FUNDRAISING: To sell items at the event (including an entrance fee), student groups must have a Fundraising Permit approved through Event Services. Submit online at least 14 days in advance of your event through Event Services: https://ems-pa02.berkeley.edu/ASUC

EVENT BUDGET & SECURE FUNDING
- BUDGET: Develop a detailed and realistic budget that projects all anticipated income and expenses for the event. Know your budget and keep track of expenses.
- CLEANING: If the event requires extra clean up charges or has accrued any additional charges, these charges are added to the final invoice.
- Apply for funding
  - http://lead.berkeley.edu/orgs/funding
  - Outside grants/funding (Wells Fargo, Townsend Center...)
  - Check with funding sources to ensure you are using the given money appropriately

PUBLICIZING YOUR EVENT
When publicizing your event, make sure to include all essential information in all posts. Include date, time, and location of event, where to buy tickets, where to RSVP, and the event description. Be consistent when advertising your event: use the same flyers/logo.
- Website
  - Consider Online Registration
  - Event Agenda
  - Map of where to park
- Email List Serves
- Flyer / Poster
- Daily Cal ad
  - https://events.berkeley.edu/
  - University Bulletin Board posting
  - Special Invitations

PRE PLANNING - Event Details & Other Campus Policies
- VOLUNTEERS: Assign volunteers specific tasks for day of (check in, set up, etc…) and give them some form of identification
Have specific tasks for volunteers
  • Set up
  • Ticket check
  • Clean up

DAY OF LOGISTICS
  • A list of contacts with cell phones for volunteers.
  • Follow a set up schedule in order to be ready for event on time
  • Use a cash box and other money precautions for accepting payments the day of (talk to advisor and UCPD). Also bring change if accepting cash. Follow policies regarding cash handling and ticket sales.
  • Bring admin supplies: Tape, scissors, pens, markers, nametags, trash bags, water
  • CLEAN: leave venue as you found it to avoid any cleaning charges

AFTER THE EVENT
  • Set up an activity to discuss the event with participants and event staff.
  • Write an event debrief, which includes the strengths of the event and recommendations for future events and upload this document to your organization’s documents folder. Submit it to Event Services.
  • Pay any invoices.
  • Send Thank You cards, letters, e-mails, or make phone calls to those who helped you along the way!
  • Book your space for next year.
  • CELEBRATE THE ACCOMPLISHMENT!