

# MOONSHADOW

FESTIVAL

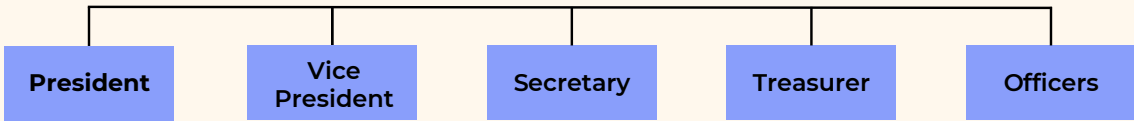


2027  
**Leadership Opportunities**

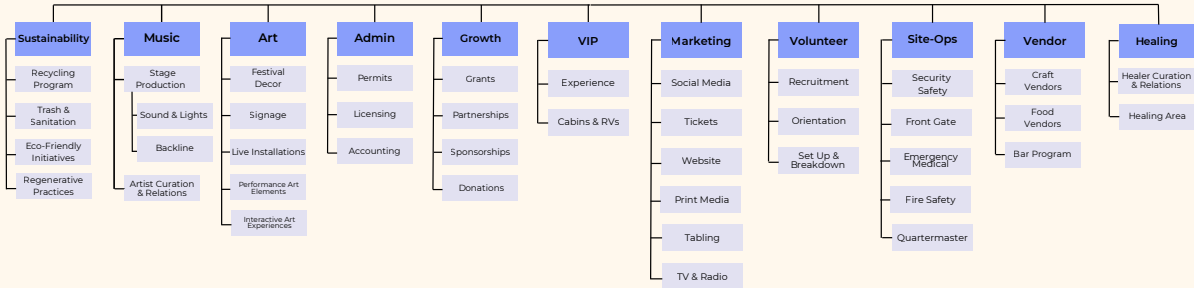


**W**elcome to the Moonshadow Festival 2027 Department Overview and Leadership Opportunities document. In the pages that follow, we delve into the intricacies of each festival department and the essential roles they play in creating a truly exceptional experience. As we prepare for an unforgettable event, we invite passionate and dedicated individuals to consider stepping into leadership roles or joining teams within these departments. Together, we will bring the festival's vision to life, uniting talents, skills, and creativity to make Moonshadow Festival a radiant success.

### BOARD OF DIRECTORS



### EXECUTIVE TEAM



# TABLE OF CONTENTS

Sustainability Department	5
Music Department	7
Art Department	9
Growth Department	11
Admin Department	13
Healing Department	15
VIP Department	17
Marketing Department	19
Volunteer Department	22
Site Operations Department	24
Vendor Department	26

# Sustainability Department

---

The Sustainability Director serves as an equal leadership pillar within the Moonshadow Festival Executive Team. Its purpose is to steward environmental responsibility and regenerative practices across all aspects of the festival, ensuring that Moonshadow's values are reflected not only in its vision but in its execution. Through intentional planning, thoughtful partnerships, and on-site oversight, the department works collaboratively with Administration, Site Operations, Vendor Relations, Volunteer Leadership, and Marketing to create an eco-conscious festival experience that honors the land, the community, and future generations.

## Leading Up

- **Strategic Research & Benchmarking:** Research and review sustainability initiatives, waste diversion strategies, and regenerative practices from peer and aspirational festivals to inform Moonshadow's approach.
- **Environmental Impact Assessment:** Assess the environmental impact of previous Moonshadow Festivals, identifying opportunities for improvement across waste, sanitation, water access, and material usage.
- **Sustainability Plan Development:** Develop a comprehensive sustainability plan encompassing recycling and composting systems, portalets, sanitization measures, water refill stations, and eco-friendly material standards.
- **Partner Reengagement & Outreach:** Reconnect with previous sustainability partners and identify new eco-conscious partners and service providers aligned with Moonshadow's values.
- **Cross-Department Alignment:** Coordinate with Administration regarding permits, compliance, and regulatory considerations, and collaborate with the Vendor Department to establish sustainable material standards.
- **Sustainability Messaging:** Partner with the Marketing Department to develop educational messaging that encourages festival-goers to participate in sustainability efforts.

## Getting Closer

- **Partnership Finalization:** Finalize sustainability partnerships and confirm logistics, deliverables, and communication protocols for festival execution.
- **Operational Coordination:** Collaborate with Site Operations to determine placement and accessibility of recycling, composting, sanitation, and water stations throughout the festival grounds.
- **Volunteer Planning:** Work with the Volunteer Department to identify staffing needs and prepare volunteers to support sustainability initiatives on site.

## Pre-Festival Week

- **Infrastructure Implementation:** Support Site Operations during setup of recycling and composting stations, portalets, sanitization areas, and water refill stations.
- **Volunteer Readiness:** Ensure volunteers are trained on sustainability protocols and prepared to guide festival-goers in proper waste separation and eco-conscious practices.

## Festival Weekend

- **Live Sustainability Oversight:** Monitor sustainability systems in real time, ensuring waste management and environmental practices are functioning as intended.
- **Partner & Team Coordination:** Maintain active communication with sustainability partners, vendors, volunteers, and Site Operations to address challenges and uphold sustainability standards.

## Post-Festival

- **Waste Handling & Site Restoration:** Oversee proper waste disposal, recycling, and composting during breakdown and site restoration.
- **Impact Measurement:** Collect and analyze data related to sustainability outcomes, including waste diversion rates and overall environmental impact.
- **Continuous Improvement:** Translate insights and feedback into recommendations that strengthen sustainability practices for future Moonshadow Festivals.

---

### Time Commitment

- **Leading Up:** 6–10 hours/month
- **Pre-Festival (last 4–6 weeks):** 10–15 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 4–6 hours over 2–3 weeks

# Music Department

---

By adhering to this structured timeline, the Music Department serves as a core creative pillar of Moonshadow Festival, stewarding musical programming, artist experience, and production coordination to deliver a compelling and cohesive sonic journey for festival-goers.

## Leading Up

- **Review Other Music Initiatives:** Research and review music initiatives around New Orleans from admired festivals/gatherings to gather ideas and best practices.
- **Assess Festival Musical Impact:** Conduct a thorough assessment of Moonshadow Festival's impact from previous years, identifying areas for improvement.
- **Curate a Diverse Lineup:** Work with the Department Lead or act as a liaison for partnership with bookers to curate a diverse and engaging music lineup for both the main stage and pool DJ area.
- **Finalize Music Lineup and Contracts:** Reach out to selected artists and finalize performance details for each act.
- **Contract Details:** Prepare and review contracts with artists, covering essential details such as performance date and times, radius clauses, payment terms, rider terms, equipment needs, lodging terms, etc.
- **Gather Marketing Information:** Collect marketing materials from all artists, including pictures, bios, social media handles, contact information, etc., for promotional purposes.
- **Liaison with Marketing Department:** Collaborate with the Marketing Department to ensure effective promotion of the music lineup.
- **Curate Music Schedules:** Intentionally plan music schedules, considering the timing of other healing activities to create a seamless flow of events.
- **Coordinate with Sound and Light Engineers:** Communicate stage production needs to sound and light engineers to ensure proper setup and sound quality.
- **Create Artist Contracts:** Develop detailed contracts for artists, outlining expectations for set up, sound check, food & beverage, lodging, breakdown, etc.
- **Backline Information:** Gather backline information from artists and relay it to sound engineers to facilitate smooth crossover between acts.
- **Backline and Instrument Rentals:** Confirm backline equipment and instrument rentals for the festival.

## Pre-Festival Week

- **Oversee Stage Setups:** Coordinate the setup of stages, ensuring all technical aspects are in place.
- **Backline Pick Up:** Arrange for the pickup of backline equipment from rental companies or other sources.
- **Sound Checks and Rehearsals:** Conduct sound checks and stage setup rehearsals to ensure optimal performance conditions.
- **Backstage Areas:** Set up backstage areas for artists to relax and prepare before their performances.

- **Artist Check-In Protocol:** Establish a streamlined artist check-in process to ensure smooth arrivals.

## Festival Weekend

- **Coordinate Artist Arrival and Performance Schedules:** Be the point of contact for artists, ensuring they arrive on time and adhere to their performance schedules.
- **Artist Relations:** Maintain positive and supportive relations with artists, addressing any concerns or requests that may arise during the event.
- **Seamless Transitions:** Ensure seamless transitions between music acts, collaborating with stage managers and production crews.
- **Address Technical Issues:** Act swiftly to address any technical issues during performances, coordinating with sound and light engineers for prompt solutions.

## Post-Festival

- **Stage and Equipment Dismantling:** Oversee the dismantling of stages and sound equipment, coordinating with the clean-up crew for efficient breakdown.
- **Artist Payouts and Equipment Returns:** Handle artist payouts promptly and arrange for the return of backline equipment to rental companies or owners.
- **Clean Up:** Put away everything that was taken out back into the shed.
- **Impact Analysis:** Send survey and/or conduct informal interviews to collect data and analyze the festival's music impact, including economical impact and wellbeing footprint, as well as overall thoughts and opinions.
- **Future Improvements:** Use the data and feedback gathered to identify areas for improvement and develop strategies to enhance music initiatives for our future festivals.

---

### Time Commitment

- **Leading Up:** 10–15 hours/month
- **Pre-Festival (last 4–6 weeks):** 15–25 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 6–10 hours over 2–3 weeks

# Art Department

---

By effectively organizing and executing these tasks, the Art Department can create an immersive and captivating artistic experience, contributing to the enchanting atmosphere and overall success of the Moonshadow Festival.

## Leading Up

- **Review Other Art Initiatives:** Research and review art initiatives from admired festivals and gatherings around New Orleans to gather innovative ideas and best practices.
- **Assess Previous Art Impact:** Conduct a thorough assessment of the Moonshadow Festival's art impact from previous years, identifying successful aspects and areas for improvement.
- **Artistic Curation:** Curate the overall artistic vision of the festival, aligning it with the Moonshadow Festival's theme and objectives.
- **Create Roadmap:** Collaborate with potential partnerships, team members and other departments to brainstorm and create a comprehensive timeline and roadmap for 1. art installations, 2. decor, 3. signage, 4. performance elements.
- **Invite Artists:** Open up website portal and invite artists to submit applications for their artistic contributions.
- **Collect Information:** Gather and input relevant information into CRM system.
- **Finalize Art Lineup and Contracts:** Contact artists specializing in live installations and performance elements, inviting them to participate in the festival's creative experiences. Work together to schedule and curate their artistic contributions.
- **Contract Details:** Prepare and review contracts with artists, covering essential details such as set up date and times, renderings of project, payment terms, safety requirements, equipment needs, etc.
- **Gather Marketing Information:** Collect marketing materials from all artists, including pictures, bios, social media handles, contact information, etc., for promotional purposes.
- **Liaison with Marketing Department:** Collaborate with the Marketing Department to ensure effective promotion of the art lineup.
- **Safety and Accessibility:** Ensure that all art installations, decorations, and signage comply with safety guidelines and are accessible to all festival attendees.
- **Art Volunteers:** Recruit and coordinate volunteers who are passionate about art and design to assist with art-related tasks during the festival.
- **Festival Map:** Coordinate with necessary department for finalizations on placements and curation of scheduling.

## Pre-Festival

- **Plan and Create Signage:** Design and produce various signage, including directional signs, area labels, and festival schedules, ensuring clear and visually appealing communication for attendees.
- **Complete Decorations and Signage:** Finish creating all art decorations and signage in accordance with the roadmap and design concepts, preparing them for installation.

- **Coordinate Installation Logistics:** Collaborate with artists to plan installation logistics, ensuring smooth setup and placement of live art installations and performance elements.
- **Oversee Placement of Decorations and Signage:** Work with a team of volunteers to place decorations and signage across the festival site, guiding them to create an enchanting and immersive experience for festival-goers.
- **Ensure Readiness of Live Installations and Performances:** Check that all live installations and performance elements are set up and ready to captivate attendees throughout the event.

## Festival Weekend

- **Coordinate with Fire Squad:** Make sure fire squad is prepared and ready to go.
- **Quality Control:** Make sure all installations are in proper working order.
- **Live Performance:** Act as a liaison that live performances are on schedule and seamlessly executed.

## Post-Festival

- **Carefully Dismantle Decorations and Signage:** With care, take down all decorations and signage, ensuring they are safely stored for potential future use.
- **Coordinate Dismantling of Live Installations:** Work with the artists to dismantle live installations, preserving their artistry and considering the potential for reuse in future festivals or events.
- **Future Improvements:** Use the data and feedback gathered to identify areas for improvement and develop strategies to enhance music initiatives for our future festivals.

---

### Time Commitment

- **Leading Up:** 8–12 hours/month
- **Pre-Festival (last 4–6 weeks):** 15–20 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 6–10 hours over 2–3 weeks

# Growth Department

---

The Growth Department is responsible for expanding Moonshadow Festival's financial sustainability, strategic partnerships, and long-term impact. Through sponsorships, grants, and aligned collaborations, this department fuels the festival's continued growth while honoring its mission and values.

## Leading Up

- **Grant & Sponsorship Exploration:** Research and identify potential grants, cultural funds, and sponsorship opportunities that align with Moonshadow Festival's mission and audience.
- **Partnership Prospecting:** Identify and reach out to prospective brand, nonprofit, and community partners aligned with the festival's values and long-term vision.
- **Sponsorship Development:** Build and refine sponsorship packages, decks, and partnership offerings that clearly communicate value and impact.
- **Revenue Strategy & Tracking:** Establish growth targets and track sponsorship commitments, grant progress, and projected revenue.
- **Partnership Collaboration:** Maintain open communication with partners and sponsors, addressing questions, expectations, and activation planning as needed.
- **Cross-Department Alignment:** Collaborate with Marketing, Programming, and Operations to ensure partnerships are integrated cohesively into the festival experience.
- **Data Collection:** Collect data on sponsorship outcomes, partner engagement, and financial contributions for reporting and future planning.
- **Transparency:** Maintain clear and transparent communication within the department and across the organization regarding growth initiatives and financial support.

## Pre-Festival

- **Complete Grant & Sponsorship Applications:** Prepare and submit all grant and sponsorship applications, highlighting the festival's mission, impact, and partner benefits.
- **Partnership Proposal Review:** Review partnership proposals from interested organizations to ensure alignment with festival goals and values.
- **Negotiate Partnership Terms:** Finalize partnership terms, deliverables, and mutual benefits in coordination with leadership.
- **Sponsor Activation Planning:** Coordinate sponsor placements, brand integrations, and experiential activations for festival weekend.

## Festival Weekend

- **Partner & Sponsor Coordination:** Serve as the primary point of contact for sponsors and partners, ensuring smooth execution of commitments and activations.
- **On-Site Support:** Support sponsors and partners on-site, ensuring visibility, engagement, and a positive collaborative experience.

## Post-Festival

- **Financial & Revenue Review:** Review sponsorship, partnership, and grant revenue against projected growth goals and commitments.
- **Impact Reporting:** Compile post-festival impact summaries, including partner visibility, engagement outcomes, and qualitative feedback.
- **Data Analysis:** Analyze sponsorship performance, partner ROI, and audience engagement data to inform future growth strategy.
- **Partner Appreciation:** Send personalized thank-you communications to sponsors and partners, acknowledging their contributions and impact.
- **Relationship Retention:** Maintain post-event communication with partners to nurture long-term relationships and future collaboration opportunities.
- **Documentation & Records:** Archive partnership agreements, reports, and performance data for future reference and grant reporting.
- **Growth Strategy Refinement:** Identify opportunities to improve sponsorship offerings, partnership structures, and revenue streams for future festivals.

---

### Time Commitment

- **Leading Up:** 16-25 hours/month
- **Pre-Festival (last 4–6 weeks):** 10–20 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 6–8 hours over 3–4 weeks

# Admin Department

---

The Admin Department is responsible for ensuring Moonshadow Festival's organizational, legal, and financial infrastructure operates smoothly and compliantly. Through diligent administrative oversight, this department supports all festival operations, enabling creative and programmatic teams to function effectively.

## Leading Up

- **Permits Research:** Research prior year permit applications and identify all permits required for the festival based on location, scale, and activities.
- **Licensing Coordination:** Identify and track necessary licenses, including alcohol, music, vendor, and operational licenses required by local and state authorities.
- **Accounting Setup:** Establish and organize financial systems for tracking expenses, income, invoices, and reimbursements.
- **Budget Tracking:** Monitor departmental and festival-wide budgets to ensure spending aligns with approved allocations.
- **Contract Administration:** Organize and manage contracts, agreements, and documentation for vendors, partners, and service providers.
- **Compliance Oversight:** Ensure all administrative processes comply with local regulations, nonprofit requirements, and internal policies.
- **Documentation Management:** Maintain organized digital and physical records for permits, licenses, contracts, and financial documents.
- **Internal Coordination:** Communicate administrative requirements and timelines clearly with department leads and leadership.

## Pre-Festival

- **Permit Submission & Approval:** Prepare, submit, and track all permit and license applications, ensuring approvals are received prior to the festival.
- **Insurance Coordination:** Secure and manage required insurance policies and certificates for the festival and its activities.
- **Payment Processing:** Coordinate vendor payments, deposits, and reimbursements according to agreed timelines.
- **Final Compliance Review:** Confirm all administrative, legal, and financial requirements are met and documented before festival operations begin.

## Festival Weekend

- **Permit & License Management:** Ensure all permits and licenses are available, displayed, and accessible as required by authorities.
- **On-Site Administrative Support:** Provide administrative support to department leads, addressing documentation, payments, or compliance needs as they arise.

- **Financial Oversight:** Track real-time expenses and address urgent financial or administrative matters during the event.

## Post-Festival

- **Financial Reconciliation:** Reconcile all festival expenses, payments, and income to ensure accuracy and completeness.
- **Accounting Close-Out:** Finalize bookkeeping, categorize expenses, and prepare records for reporting and audits.
- **Compliance Review:** Ensure all permits, licenses, and contractual obligations have been fulfilled and properly closed.
- **Documentation Archiving:** Organize and archive all administrative records for future reference and continuity.
- **Process Evaluation:** Identify opportunities to streamline administrative systems and improve efficiency for future festivals.

---

## Time Commitment

- **Leading Up:** 4–8 hours/month
- **Pre-Festival (last 4–6 weeks):** 10–15 hours/week
- **Festival Weekend:** On-call / full presence as needed
- **Post-Festival:** 8–12 hours over 3–4 weeks

# Healing Department

---

By stewarding these responsibilities with care and intention, the Healing Department cultivates a sacred, inclusive, and transformative space within Moonshadow Festival—inviting attendees into experiences of restoration, connection, and personal growth through holistic and creative practices.

## Leading Up

- **Healing & Wellness Research:** Stay informed on current and emerging healing, wellness, and somatic practices to inspire meaningful and relevant offerings for the festival.
- **Assessment of Past Programming:** Review prior festival healing activations to identify strengths, opportunities for growth, and areas for refinement.
- **Healer & Vendor Outreach:** Open and manage the application portal for healers, facilitators, and wellness vendors seeking to contribute to the festival.
- **Information Management:** Collect, organize, and input healer and vendor information into the CRM system for clear communication and coordination.
- **Healer Coordination:** Establish consistent communication with selected practitioners to align on offerings, expectations, and logistical needs.
- **Cross-Department Collaboration:** Work closely with Programming, Art, Operations, and Marketing to ensure healing offerings integrate seamlessly into the overall festival experience.
- **Participant Experience Focus:** Design healing spaces and offerings with attendee experience at the forefront, ensuring depth, variety, and intentional flow.
- **Accessibility & Inclusivity:** Ensure workshops, spaces, and facilitations are accessible and welcoming to participants of all abilities, backgrounds, and comfort levels.
- **Community & Connection:** Prioritize programming that fosters connection, emotional safety, collective healing, and a sense of belonging among attendees.

## Pre-Festival

- **Healer Relations & Confirmation:** Confirm healer participation, workshop topics, formats, and schedules, ensuring clarity and alignment.
- **Facilitation Planning:** Curate and schedule a diverse range of workshops, ceremonies, and classes that support physical, emotional, and spiritual well-being.
- **Healing Space Design:** Collaborate with the Art Department to conceptualize and plan decor that enhances the atmosphere of reverence, grounding, and restoration.
- **Volunteer Coordination:** Recruit and organize volunteers aligned with healing and wellness values to support facilitation logistics and attendee flow.

## Festival Weekend

- **Healer Facilitations:** Oversee the successful execution of healing workshops, classes, and sessions, ensuring that participants have transformative experiences.

- **Decorations Setup:** Collaborate with volunteers to set up decorations that contribute to the healing and immersive atmosphere.
- **Vendor Management:** Coordinate vendor setup and operations, ensuring they provide quality products and services to attendees.

## Post-Festival

- **Healer & Facilitator Feedback:** Collect feedback from healers and facilitators regarding experience, attendance, and suggestions for future improvement.
- **Participant Insight Review:** Review attendee feedback related to healing spaces and programming to inform future offerings.
- **Decor & Asset Breakdown:** Coordinate the careful dismantling, storage, and documentation of healing decor and materials for future use.
- **Program Reflection & Growth:** Assess overall impact and identify opportunities to deepen and expand healing offerings in future Moonshadow Festivals.

---

### Time Commitment

- **Leading Up:** 6–10 hours/month
- **Pre-Festival (last 4–6 weeks):** 10–15 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 4–6 hours over 2–3 weeks

# VIP Department

---

By meticulously orchestrating every aspect outlined above, the VIP Department aims to craft an unparalleled experience for our VIP guests. With dedicated planning, seamless coordination, and exceptional guest service, we endeavor to provide VIP attendees with a memorable, exclusive, and comfortable festival journey that reflects the essence of Moonshadow Festival.

## Leading Up

- **Plan VIP Area and Experience:** Collaborate with the design and logistics teams to conceptualize an exclusive VIP area that aligns with the festival's theme. This includes selecting appropriate decor, furnishings, and amenities that enhance the VIP experience.
- **Coordinate Accommodations:** Initiate communication with accommodation providers to secure cabins and RVs for VIP guests. Ensure that accommodations meet the required standards of comfort and privacy.
- **Finalize VIP Setup:** Work closely with the design and operations teams to finalize the setup of the VIP area. Ensure that all logistical aspects, such as seating arrangements, signage, and amenities, are well-defined and organized.
- **Confirm VIP Reservations:** Double-check all VIP reservations and arrangements, confirming the accuracy of guest information and the assigned accommodations. Prepare for a seamless check-in process upon arrival.

## Pre-Festival

- **Set Up VIP Section:** Make sure VIP sections are prepped.
- **Volunteer Coordination:** Make sure volunteers are trained on duties for VIP.
- **Coordinate RVs:** Make sure Rvs are delivered and are ready to go with gift baskets and all.
- **Cabins:** Make sure all cabins are cleaned and with gift baskets and all.

## Festival Weekend

- **VIP Guest Reception:** Coordinate a dedicated team to warmly welcome VIP guests upon their arrival. Provide them with personalized check-in assistance and relevant information about the VIP area and amenities.
- **VIP Guest Relations:** Act as the central point of contact for VIP guests throughout the festival. Address any inquiries, concerns, or special requests promptly to ensure their comfort and satisfaction.
- **VIP Area Clean-Up:** Oversee the post-festival clean-up of the VIP area. Work with the clean-up crew to ensure that the area is thoroughly cleaned and all decor and furnishings are properly stored.
- **VIP Checkouts:** Coordinate the smooth and hassle-free check-out process for VIP guests. Ensure that guests leave with positive memories and a sense of satisfaction from their VIP experience.

## Post-Festival

- **Throughout the Festival Planning Process:** Collaborate with the operations team to continually refine the VIP area's design and logistics, ensuring an exceptional and consistent experience for future festivals.
  - **Attendee Feedback Collection:** Gather feedback from VIP guests regarding their experience, taking note of any suggestions or areas for improvement.
  - **Vendor Communication:** Maintain communication with accommodation providers, vendors, and partners to express gratitude for their contributions to the successful VIP experience.
  - **Data Analysis:** Analyze data related to VIP attendance, preferences, and feedback to inform future VIP area enhancements and strategies.
- 

### Time Commitment

- **Leading Up:** 4–6 hours/month
- **Pre-Festival (last 4–6 weeks):** 10–15 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 3–5 hours over 1–2 weeks

# Marketing Department

---

Through strategic implementation of the strategies and efforts detailed, the Marketing Department strives to amplify the festival's reach and impact. By curating compelling content, fostering engagement, and harnessing various media channels, we aim to create a buzz that resonates with both loyal attendees and potential newcomers, making Moonshadow Festival an unmissable experience.

## Leading Up

### **Develop Strategies:**

- Collaborate with other departments to create a comprehensive plan for social media, print, radio, and all media promotion, outlining key themes, messaging, and goals.
- Identify target audiences for the festival and tailor strategies to engage them effectively through different channels.

### **Collaborate with Other Departments:**

- Work closely with other departments to gather content and information for promotional materials, ensuring a consistent and aligned message.
- Coordinate with the design team to create visually appealing graphics and visuals that reflect the festival's theme and atmosphere.

### **Begin Crafting Content and Promotional Materials:**

- Initiate content creation for social media platforms, including engaging posts, visuals, and teaser videos that build excitement among the audience.
- Design and prepare print media materials such as flyers, posters, and pamphlets that communicate essential festival information.

### **Schedule Tabling Events:**

- Research and schedule tabling outreach at major markets and key locations.

### **Implement Radio & TV Campaign:**

- Outreach to local Radio and TV for slots and/or artist highlights.

### **Launch Social Media Campaigns and Distribute Print Media:**

- Execute the social media strategy by launching well-timed campaigns that include teaser posts, artist spotlights, and countdowns to the event.
- Coordinate with the distribution team to ensure print media materials are strategically placed in key locations, targeting potential attendees.

### **Coordinate Videographer and Photographer:**

- Hire and schedule for Official Festival Media deliverables.

## Pre-Festival

### **Focus on Last-Minute Promotions:**

- Implement last-minute promotional efforts, including flash sales, limited-time offers, and incentives to encourage ticket purchases and attendance.
- Monitor ticket sales and engagement metrics to gauge the effectiveness of ongoing marketing campaigns.

## Festival Weekend:

### Capture Highlights and Share Real-Time Updates:

- Assign a social media team to capture live moments, performances, and behind-the-scenes experiences during the festival.
- Regularly update social media platforms with real-time posts, stories, and videos to keep attendees engaged and attract potential attendees.

### Concentrate on Real-Time Engagement:

- Monitor social media channels for attendee comments, questions, and engagement, responding promptly to enhance attendee experience.
- Encourage attendees to use event-specific hashtags and share their festival experiences, creating a sense of community engagement.

### Weekend Coverage and Highlights:

- Maintain a steady flow of social media updates throughout the festival, showcasing highlights, performances, and interactions.
- Collaborate with the media team to capture professional-quality content for post-event use, such as recap videos and photo galleries.

## Post-Festival

### Collect Feedback and Testimonials:

- Initiate feedback collection from attendees, asking about their festival experience, favorite moments, and suggestions for improvement.
- Gather testimonials from performers, vendors, and volunteers to use for future promotional materials and marketing campaigns.

### Analyze Social Media Metrics and Post-Event Media Coverage:

- Review social media engagement metrics, including reach, likes, shares, and comments, to assess the impact and reach of marketing efforts.
- Monitor post-event media coverage and track online discussions to gauge the festival's overall perception and identify areas for improvement.

### Other:

- **Feedback Utilization:** Analyze attendee feedback to identify strengths and areas for improvement in the festival's marketing strategies and overall experience.
- **Content Review and Repurposing:** Review the content created during the festival and identify pieces that can be repurposed for post-event marketing, such as highlight videos and photo galleries.
- **Team Debriefing and Lessons Learned:** Hold a team debriefing session to discuss the effectiveness of different marketing strategies, sharing insights and lessons learned for future festivals.
- **Future Planning and Strategy Development:** Collaborate with the team to brainstorm new and innovative marketing strategies for upcoming festivals, incorporating feedback and emerging trends.
- **Vendor and Partner Appreciation:** Extend gratitude to media partners, influencers, and collaborators who played a role in the festival's marketing success, building strong relationships for the future.

---

## Time Commitment

- **Leading Up:** 20–25 hours/month

- **Pre-Festival (last 4–6 weeks):** 10–15 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 3–5 hours over 1–2 weeks

# Volunteer Department

---

With meticulous organization and thoughtful planning, the Volunteer Department seeks to cultivate a vibrant community of enthusiastic and engaged volunteers. By creating a harmonious connection between their skills and the festival's needs, we aspire to foster a sense of purpose, camaraderie, and shared dedication that elevates the festival experience for everyone involved.

## Leading Up

### **Develop a Recruitment Strategy:**

- Collaborate with the volunteer team to create a comprehensive recruitment strategy, outlining target recruitment channels, messaging, and goals.
- Identify the specific roles and responsibilities that volunteers will fulfill during the festival.

### **Prepare Orientation Materials and Schedules:**

- Develop orientation materials that provide essential information about the festival, its mission, and volunteer expectations.
- Design orientation schedules that introduce volunteers to their roles, shifts, and the festival's layout.

### **Start Recruiting Volunteers:**

- Initiate volunteer recruitment through online platforms, community organizations, and outreach events.
- Organize and conduct orientation sessions to onboard volunteers and familiarize them with their roles and responsibilities.

### **Assign Volunteers to Different Departments:**

- Collaborate with other department leads to match volunteers with suitable roles based on their skills, interests, and availability.
- Ensure that volunteers are assigned to areas where their strengths and expertise will be most beneficial.

## Pre-Festival

### **Oversee Volunteer Shifts:**

- Coordinate the scheduling of volunteer shifts across various departments to ensure adequate coverage.
- Be prepared to address any last-minute schedule changes or volunteer inquiries.

### **Coordinate Volunteer Resources:**

- Provide volunteers with necessary resources, such as maps, schedules, and contact information, to ensure a seamless experience during their shifts.
- Arrange for designated break areas and refreshments to keep volunteers energized and motivated.

## Festival Weekend

### Ensure Smooth Volunteer Operations:

- Act as the main point of contact for volunteers, addressing any questions, concerns, or issues that arise during the festival.
- Monitor volunteer shifts to ensure that volunteers are fulfilling their assigned responsibilities effectively.

### Weekend Volunteer Support:

- Offer on-site support to volunteers, ensuring they have the tools and information needed to perform their roles successfully.
- Coordinate with department leads to ensure smooth communication and collaboration between volunteers and their respective teams.

## Post-Festival

### Coordinate Clean-Up and Breakdown:

- Collaborate with volunteers and the clean-up crew to ensure that the festival grounds are properly cleaned and all equipment is dismantled.
- Express gratitude to volunteers for their efforts and contributions throughout the event.

### Collect Volunteer Feedback and Testimonials:

- Gather feedback from volunteers about their festival experience, including their roles, interactions, and suggestions for improvement.
- Collect testimonials from volunteers to use for future recruitment and promotion.

### Other:

- **Feedback Utilization:** Analyze volunteer feedback to identify strengths and areas for improvement in volunteer management and the overall festival experience.
- **Data Evaluation:** Review data related to volunteer hours, roles, and contributions to assess the impact of volunteer efforts on the festival's success.
- **Team Debriefing and Lessons Learned:** Hold a debriefing session with the volunteer team to discuss their experiences, challenges faced, and insights gained during the festival.
- **Future Planning and Enhancements:** Collaborate with other departments and the volunteer team to strategize ways to enhance the volunteer experience and optimize their contributions for future festivals.
- **Volunteer Recognition and Appreciation:** Show appreciation to volunteers through personalized thank-you notes, certificates, or recognition events, fostering a positive and engaged volunteer community.

---

## Time Commitment

- **Leading Up:** 10–12 hours/month
- **Pre-Festival (last 4–6 weeks):** 15–25 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 8–12 hours over 3–4 weeks

# Site Operations Department

---

By executing the strategies outlined above, the Site Ops Department is dedicated to ensuring the safety, well-being, and peace of mind of all festival attendees. By having well-trained personnel, established protocols, and an unwavering commitment to attendees' health and security, we aim to provide a secure environment where festival-goers can fully immerse themselves in the magic of Moonshadow Festival.

## Leading Up

### **Plan and Coordinate Medical Facilities:**

- Collaborate with medical personnel to plan the setup of medical facilities, including first aid stations, emergency response areas, and overstimulation medical zones.
- Ensure that medical staff are trained and equipped to handle various medical situations that may arise during the festival.

### **Develop Safety Protocols and Emergency Response Plans**

- Work with the security team to create comprehensive safety protocols and emergency response plans, covering scenarios such as medical emergencies, fire hazards, and crowd control.

### **Coordinate Safety and Security Resources:**

- Collaborate with other departments to ensure that safety and security resources, such as medical supplies, equipment, and personnel, are allocated appropriately.

## Pre-Festival

### **Set Up Medical Facilities:**

- Oversee the setup of medical facilities, ensuring that they are equipped with necessary supplies, equipment, and trained medical personnel.
- Establish clear signage and communication channels to direct festival attendees to medical stations.

### **Emergency Response Preparedness:**

- Ensure that medical and security personnel are stationed strategically throughout the festival grounds to respond quickly to any emergencies.
- Review and communicate emergency response plans with all relevant teams to ensure a coordinated effort.

## Festival Weekend

### **Medical Facilities Management:**

- Monitor the functionality of medical facilities and ensure that they are adequately staffed at all times.
- Collaborate with the volunteer team to coordinate volunteer shifts for medical stations.

### **Security and Crowd Control:**

- Work closely with the security team to manage crowd flow, maintain order, and prevent any potential safety hazards.

- Address any security-related concerns promptly and ensure a safe environment for festival attendees.

## Post-Festival

### **Collaborate with Clean-Up Crew:**

- Coordinate with the clean-up crew to ensure that medical facilities and equipment are properly dismantled and stored.
- Oversee the disposal of medical waste and ensure that it is done in compliance with regulations.

### **Review Safety and Medical Response Data:**

- Analyze safety and medical response data collected during the festival to identify trends, challenges, and areas for improvement.
- Utilize insights gained to enhance safety protocols and emergency response plans for future festivals.

### **Other**

- **Feedback Utilization:** Review any attendee feedback related to safety and medical services to understand the effectiveness of response efforts.
- **Team Debriefing and Lessons Learned:** Hold a departmental debriefing to discuss the success of safety and medical operations, share insights, and identify areas for improvement.
- **Future Preparedness Planning:** Collaborate with medical personnel, security teams, and external partners to refine safety protocols and emergency plans for future events.
- **Partnership and Vendor Relationships:** Express appreciation to external medical services, fire squads, and security personnel for their collaboration and contributions, fostering strong relationships for future collaborations.

---

## **Time Commitment**

- **Leading Up:** 6–10 hours/month
- **Pre-Festival (last 4–6 weeks):** 15–25 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 6–10 hours over 2–3 weeks

# Vendor Department

---

At the heart of the Moonshadow Festival experience lies our vibrant vendor community, comprising craft vendors, food vendors, and our esteemed bar program. The Vendor Ops Department is committed to ensuring a seamless and prosperous environment for our vendors, allowing them to showcase their talents while enhancing the overall festival experience for attendees.

## Leading Up

- Curate a diverse and exciting lineup of craft vendors, food vendors, and bar programs to offer attendees a wide array of options.
- Coordinate with selected vendors to ensure they understand festival guidelines, regulations, and logistical details.

## Pre-Festival

- Plan the layout for vendor booths, ensuring efficient traffic flow and optimal visibility for vendors.
- Provide support for vendors during setup, including assistance with utilities, signage, and any additional needs.

## Festival Weekend

- Maintain open communication channels with vendors throughout the festival to address any concerns or requests promptly.
- Provide assistance to vendors as needed, including restocking inventory, resolving technical issues, and facilitating smooth operations.
- Conduct regular inspections of vendor booths to ensure compliance with health and safety standards, as well as adherence to festival guidelines.
- Gather feedback from attendees regarding vendor experiences and address any issues or suggestions promptly.

## Post-Festival

- Coordinate the breakdown and departure of vendors, ensuring they leave the festival grounds in a timely and orderly manner.
- Facilitate the collection of feedback from vendors to assess their experiences and identify areas for improvement.
- Oversee the reconciliation of financial transactions between vendors and the festival, ensuring accurate accounting and timely payments.
- Analyze feedback from vendors to identify trends, strengths, and areas for improvement in vendor operations.
- Use insights gained to refine vendor selection processes, logistical arrangements, and overall vendor experience for future festivals.
- Cultivate strong relationships with vendors by expressing appreciation for their participation and contributions to the festival.

- Explore opportunities for ongoing collaboration and partnership with vendors to enhance future festival experiences.

---

### **Time Commitment**

- **Leading Up:** 4–8 hours/month
- **Pre-Festival (last 4–6 weeks):** 10–15 hours/week
- **Festival Weekend:** Full presence required
- **Post-Festival:** 4–6 hours over 2–3 weeks