

# OREGON CHAUTAUQUA SPONSOR CHECK LIST

## Preparation Before the Event

- Review the confirmation letter and the contents of this information packet. Notify OCH if there are errors or you have questions. You may not change the program plans described in your original application (date, time, location, etc.) without prior approval from OCH. We list every Oregon Chautauqua on our website and must be able to provide the correct information to our visitors.
- Confirm all arrangements for the site of the program. Are there enough chairs? Can you darken the room if the scholar will be using slides or an overhead projector? Is the room accessible for people with disabilities? As a courtesy to the traveling scholar, the room should be set up thirty minutes prior to the program.
- A list of each scholar's equipment needs may be found at the bottom of his or her catalog page. **Confirm that you have (or can rent or borrow) the necessary equipment, it's in good working order, you know how to operate and troubleshoot it, and you have an extension cord available.** Designate someone to set up the equipment and assist the scholar with it during the program.
- If the Oregon Chautauqua scholar travels more than fifty miles to your event, you must offer to arrange for one night of lodging (either commercial lodging or a home stay). **Many sponsors find that local hotels or B&Bs will provide discounted or donated lodging in exchange for mention of their venue at the event and in your newsletter.** Some scholars prefer to travel longer distances with their spouses, so please clarify whether you will be able to accommodate two people if you offer a home stay. OCH reminds scholars that they should not ask you to make arrangements for children or pets, additional nights, or other similar requests. Contact OCH so that we may be of assistance if you have questions about lodging.
- Best practices for public relations, a sample press release, and other publicity materials are included in this information packet. A digital image of the Oregon Chautauqua scholar and the OCH logo will be emailed to you as well. Use the publicity materials and digital image to develop a publicity plan for your Oregon Chautauqua. Deadlines for local media are typically at least two weeks prior to the publication date—longer for monthly publications. The scholar's photo and Oregon Chautauqua profile should be included with your press release.
- Contact the scholar one week prior to the event to confirm directions, equipment, and lodging arrangements.
- Duplicate the scholar's reading and resource list and the participant information form. Cut the participant form copies in half so they are ready to distribute. Arrange for someone to hand out and collect the completed forms at your event.

## Preparation and Responsibilities the Day of the Event

- Oregon Chautauqua scholars make every attempt to arrive 15–30 minutes before a program begins. The program contact should greet the scholar and assist him or her with any set-up for the program, including displaying the small OCH banner that each scholar carries (you'll need masking tape or thumbtacks). Make sure that water is available at the podium, show the scholar where the restroom is, and help him or her feel welcome in your community.
- Before the program begins, distribute copies of the reading and resource list and the participant information form included in this folder. Ask audience members to complete the information form and return it to you after the program.
- At the appointed time, welcome and introduce OCH and your scholar. The sample introduction in this information packet includes language that you are required to use regarding OCH's sponsorship. (over)

- Count the number of participants; this information is required on your evaluation form.
- OCH supports and encourages dialogue between Oregon Chautauqua scholars and community members. We ask that you be alert to the dynamics of question and answer sessions in order to help the scholar conclude the evening's program in a timely manner.
- When the program is over, thank the scholar, assist him or her as needed, and return the OCH banner. Please be sure he or she knows how to get to overnight accommodations or back on the road.

**Follow-up After the Event**

- Complete and return the sponsor evaluation form within two weeks, along with the completed participant information forms and public relations materials such as press clippings, posters, bookmarks, and advertisements. Please do not send media lists.
- Let us know if contact information for your organization changes, or if you're getting duplicate mailings of the catalog or our newsletter. We would also appreciate hearing about other organizations in your community that might be interested in our programs.