



## Sunsational Collegiate Challenge Instructions

With your team of 2 – 4 students, create a fictitious (not real) festival and the associated elements for the type of festival application chosen. The festival site will be based on a real and existing location. At a minimum the below criteria must be included in your application created on the Eventeny platform. Creative works such as the festival logo and graphics must be high quality, professional level. Photos used must be either royalty free images with the source cited, or copyrighted photos with permission granted and cited.

### Application Options

- Food & Beverage Vendor
- Merchandise Vendor
- Artist
- Band / Live Entertainment
- Business/Commercial Exhibitor or Sponsor
- Non-Profit / Community Partner

### Festival Application Must Include:

- Event Name (must be fictitious)
- Event Date(s) and Time
- Location (should be a real location)
- Event Logo
- About the Event Section should include:
  - Event background – this section can include a summary of the festival including the name, background, milestones, activities, attendee demographics, location, and pricing, parking, transportation, etc. as applicable.
- Application Section should include:
  - About the Application- detailed overview of the purpose for the application and application deadline, and important dates. Also includes general festival policies such as cancelation, load in / out, setup and tear down policies and procedures.
  - Terms and Conditions - specific Terms and Conditions policy including process for selection, and requirements of applicant including required documentation based on the type of application. Documentation could include copy of business tax certificate, certificate of insurance, hold harmless agreement, FL Department of Revenue sales tax form, COVID-19 Waiver, photo release, other acknowledgments as required.
  - Prices and Fees - detailed summary of all applicable fees and charges and associated benefits.
  - Questions to Include in the Application - section with required business information (Business name, Legal business name, Contact name, Address, Email, Phone, Website (Optional), Logo (Optional), and thorough details of additional information section with questions applicable to the type of application.

- Event “Staff” Contact Information - Festival staff (team member(s)) contact information provided with full details.
- Optional Elements:
  - Sustainability Practices (policies, rules, guidelines, packaging, etc.)
  - Diversity, Equity, and Inclusion (goals for demographics, measurements, applicant questions, etc.)
- Optional Materials:
  - Photos
  - Marketing Graphics
  - Event Map

**Tips & Best Practices:**

Think beyond the basics! The process gives you plenty of room for creativity so take advantage of that and really showcase your event and your knowledge of what goes into consideration when planning an event.

Is sustainability important to your festival? If yes then provide a list of eco-friendly food packaging options on your food vendor application. Is your focus on DEI? If yes then ask questions in your application that would measure demographics. Do you want to preview an artist or food vendor booth before accepting them to your event? Then make an upload with a photo of the booth a requirement. The possibilities are endless – just show us your creativity!

Sample applications:

<https://www.eventeny.com/events/applications/>

Eventeny Video Tutorials:

<https://www.eventeny.com/dashboard/resources/>

- [Getting started on Eventeny](#)
- [Application management](#)
- [Creating a map](#)
- Juried Application

Tools – all of these have free student versions:

- Canva.com (graphic design or logo creation)
- Pexels.com (royalty free photos)

Monday.com (team collaboration/project management software)