

Overview

This daylong Music Festival for high school girls has been around for almost 20 years, always held on the first Saturday in February. They identify three main goals for their event.

- 1) Secure the best qualified clinician with strong barbershop background and music skills to act as coach to the girls and a mentor to participating choral directors.
- 2) Conduct a high school Quartet Showcase allowing them to perform for their peers and possibly appear on the ending show.
- 3) Conduct a music educator clinic during lunch on how to utilize barbershop music in their high school curriculum.

Detailed Planning

The chorus has a well-thought out, detailed schedule of activities to make sure that each are identified and accomplished in a timely manner by the time the Festival date arrives. They have tasks in areas like: music, facilities, budget, correspondence, marketing, registration, T-shirts and costumes, education classes, food service, house, event day, show and post-festival communication.

Funding

Each participant is charged \$25 fee to attend. Application for a YWIH grant is submitted to cover other expenses. Other grants and donations are solicited to cover expenses. Chorus donations help cover some of the food costs. There is no admission to the show but a “love gift” is suggested.

Marketing

Full day event for high school girls to experience the “joy of a cappella singing while learning and performing a collection of songs in the barbershop style”. The day includes rehearsals, choreography and showmanship in preparation for their performance on the ending show. They also have an opportunity to watch and learn from the chorus and quartet performances as they join the audience for the show.

Communication

A **Save the Date** is sent to potential schools before the school year ends in May to make sure the event gets on the school calendar. These are schools who have attended in the past as well as potential new schools in the area. Generally 10-15 schools attend, with an average Festival attendance of 150.

Student Registration

Once the schools are identified, a Registration link for students to register including a parental consent form is sent to choral director to share with their students. Registrations are due mid-December. Once registered, students have access to music and learning tracks over the winter break.

Dedicated Web Page

Easy for students and choral directors to access learning materials, i.e. music and learning tracks.

Day-Of Scheduling

The festival is a full day from 8:30a.m. Registration to a 5:00 p.m. Show. It includes sectional rehearsals and full chorus rehearsals with plenty of breaks, snacks and lunch. Tag singing is a fun activity during lunch.

Personnel

Two Coordinators/Chairs facilitate the event, one handles the administrative and logistical tasks and the other is in charge of music, rehearsals and the show.

- ❖ Administration: responsible for communication to schools, registration, facility, insurance, marketing, food, and clean-up.
- ❖ Music: responsible for selecting clinician, selecting music (with clinician), the day-of schedule, section leaders, show emcee, and show line-up.

A team of volunteers from the chorus take lead roles covering the different tasks. It takes about 25-35 volunteers throughout the day to run the festival, joined by the rest of the chorus for the late afternoon show.

Timeline of Associated Event Activities for Diva Day

Music

- Clinician selected-Summer 2024
- Order sheet music and learning tracks-September 2024
- Put learning tracks/music on website –November 2024

Facilities

- Secure location-June 2024
- Arrange for risers-September 2024
- Rooms for sectionals, warm-up and dressing-October 2024
- Invite videographer-December 2024
- Schedule site visit-December 2024
- Sign all paperwork for venue-December 2024
- Request and submit certificate of insurance-December 2024
- Secure one-day insurance policy covering Abuse and Molestation (note: 2024 Abuse and Molestation policy was \$375)-December 2024

Budget

- Preliminary budget to Board-June 2024
- Obtain funding through grants/donors-August 2024
- Final accounting of receipts/expenses-March 2025

Correspondence

- Save the date email to choral directors -June 2024
- Letter of invitation to schools –September 2024
- Registration letter to schools-October 2024
 - Forms: Letters for director/student/parent about barbershop, application, parental permission/emergency medical forms, etc.
- Prepare student/teacher packets for registrants-December 2024
 - Forms: map, schedule, music, costume info
- Mail/deliver registration packets to schools- December 2024
- Distribute music to Harborlites members-December 2024
- Thank you notes –March 2025
- Diva Day Evaluation Form to choral directors-March 2025

Marketing

- Develop Festival Marketing Plan-September 2024
- Prepare article for Region 21 communication vehicles about upcoming Festival-October 2024
- Prepare Diva Day show flyer-December 2024
- Send announcement on RING eGroup-January 2025
- Send flyers to neighboring choruses-January 2025
- Prepare sponsor board-January 2025
- Prepare/print show program-January 2025
- Prepare and distribute news release-January 2025
- Arrange photographer for day-January 2025

Registration

- Develop registration process –October 2024
- Track participants by school-January 2025
- Create registration lists by school-January 2025
- Generate and print name tags –January 2025
- Arrange for sign-in staff-January 2025
- Collect and tally actual attendance-February 2025

T-shirts and Costumes

- Design artwork for T-shirts-November 2024
- Locate manufacturer-November 2024
- Logo permission/design –November 2024
- Order T-shirts –December 2024
- Arrange for T-shirt distribution-February 2025

Education Classes

- Contact Clinician regarding content –August 2024
- Arrange schedule for day-December 2024
- Assign section leaders-December 2024
- Arrange physical warm ups –December 2024
- Arrange vocal warm ups-December 2024
- Arrange choreographer-December 2024
- Assign tag singing at lunch –December 2024
- Obtain and copy any resource material-January 2025
- Prepare directors resource kit-January 2025

Food Service

- Contact companies for food/water donations –September 2024
- Generate solicitation letter for donations-October 2024
- Solicit businesses for donations –January 2025
- Order lunch –February 2025
- Purchase and obtain snacks/beverages/paper goods –February 2025
- Arrange for coolers with ice/apples-February 2025
- Arrange for food servers/clean up-February 2025
- Send thank you to donors –February 2025

House

- Assign dressing Rooms –January 2025
- Arrange staff for ushers/program distribution-January 2025
- Create and place dressing room signs-February 2025

Event Day

- Schedule workers for the day –January 2025
- Prepare detailed schedule for day-January 2025
- Arrange tables for registration/food/PR/donations-February 2025
- Create and place directional signs/room signs –February 2025
- Appoint ambassadors (by school/one for 10 students)-February 2025
- Create school placards for hostesses –February 2025
- Create and place Diva Day welcome banners –February 2025
- Riser delivery/set up/tear down –February 2025
- Arrange for medical/nurses on site –February 2025
- Arrange first aid kit/medical forms-February 2025
- Create and place membership display-February 2025

Show

- Arrange talent for show-December 2024
- Arrange technical help-January 2025
- Arrange all show details-January 2025
 - o Technical: lights, mics
 - o Backstage: staff, sound, curtain, etc. o
 - Prepare technical schedule
 - o Seating plan for girls to watch show
- Prepare and distribute chorus information sheet –January 2025
- Dressing room assignments-February 2025

Post-Festival Communication

- Prepare and submit grant final report–March 2025
- Send school participant list to International-March 2025
- Follow up 'thank you' letter/evaluations to choral directors-March 2025
- Prepare articles for Region 21 communication vehicles, Harborlites Newsletter and website, *The Pitch Pipe* including photos and testimonials from students/teachers-March 2025