

## 2017 Away Football Game Tailgate Information Packet

---

One of the most challenging, but rewarding opportunities for a Society is to sponsor the official Army Football Away Game Tailgate. It is a time to reconnect with alumni, parents and Army fans, to recruit future candidates for admission to USMA and to touch base with those candidates that are already in the admissions cycle, and to promote West Point in your community. And of course, it is a pre-victory celebration as Army defeats its opponent! Societies are often very excited to host the event, however, they are not obligated to host the event.

### Important Contact Information

---

- Primary Point of Contact: WPAOG Society Support 845.446.1612 / Society-Support@wpaog.org
- Parents Clubs Contact: WPPC Coordinator 845.938.5650
- Army Athletics: Ticket Office 845.938.2526
- Directorate of Operations and Plans: <http://www.usma.edu/g3/sitepages/about.aspx>
- West Point Admissions Regional Commander: <http://www.westpoint.edu/admissions/SitePages/Contact.aspx>

### Typical Football Weekend Overview (Saturday Game)

---

Cadets traveling on a spirit pass to away tailgates are usually responsible for their own travel arrangements and costs. Cadets traveling on a spirit pass are notified of where they need to be, when they need to be there, and what they need to wear. They are expected to sit within the USMA Corps section throughout the game. They will be released after the game concludes and will be given a time and date they are responsible for returning to USMA.

With the game time sometimes announced only 12 days prior to game day, you must remain flexible with your tailgate plan.

#### Friday

- Official Party Arrives - Superintendent, Commandant, OR Dean, and a few other staff members
- WPAOG Development Department Dinner - Attended by the Official Party
- USMA G3 and Protocol representatives arrive to conduct recon for the weekend. They will request a Society member join them.
- Society Hosts Optional Benny Havens. Please keep in mind that many USMA individuals will be traveling during this day and there are logistical items that need to be addressed if you are requesting attendance at your event.

#### Saturday

- Admissions Update - 4 hours prior to kick off
- Official Party Arrival at Admissions Update - 3 hours prior to kick off
- Society Tailgate Begins - 2-3 hours prior to kick off
- Official Party Arrives at Tailgate – 1.5-2 hours prior to kick off
- Society Remarks / WPAOG President Remarks (if applicable) - 1.25-1.5 hours prior to kick off
- Rabble Rousers and Spirit Band Perform – 1 - 1.5 hours prior to kick off
- SUPT, CMDT, or Dean Speaks – 1-1.25 hours prior to kick off
- Official Party Departs Tailgate - 1 hour prior to kick off
- Society Tailgate Ends - Time determinant on distance to the stadium.

## Expectations

---

### USMA Expectations for Your Tailgate:

- Tailgate will generally follow the timeline enclosed.
- The Official Party will make its own hotel arrangements, regardless of whether or not your Society has reserved a block of rooms.
- Society will provide a representative to do a walk through with the USMA G3.
- The Superintendent (or his representative if he is not traveling to your tailgate) will be happy to speak at your tailgate and rally the crowd (request in advance through the WPAOG).
- A microphone will be provided for the USMA and WPAOG speakers.
- Society will reserve seating and tables for the Leader Team (6-10 with spouses) at the tailgate.
- Due to obligations at the stadium, the Official Party will depart the tailgate about 1 hour prior to kick-off.
- Any functions inside the stadium will be coordinated with ODIA. ODIA will communicate with the school directly.
- For functions external to the stadium (tailgate, Benny Havens, etc.) coordinate with WPAOG. WPAOG will coordinate with DAA who then communicates with the G3.

### What You Can Expect from Admissions:

- The West Point Admissions Regional Commander in conjunction with local Field Force members (who are often members of your Society) will host an event on game day to showcase West Point for local high school students who are already in the admissions process and their parents.
- They will attempt to work with the Society to co-locate the event with the tailgate.
- The Director of Admissions or a West Point Admissions Officer leads the update.
- The Directorate of Admissions is responsible for all costs associated with the Admissions Update.
- The West Point Admissions Regional Commander takes care of the invitations. The Admissions Regional Commander will include tailgate information with his invitations if your tailgate information is available in time (about 6 weeks before the game).
- Candidates and parents should register and pay to attend your tailgate. The West Point Society is not expected to host (pay for) the candidates and parents at the tailgate.
- If the Field Force member is very active, he/she may emcee the event. If not, the USMA Regional Commander is ultimately responsible for running the event and serving as the emcee.

### WPAOG Expectations for Your Tailgate:

- The Society will coordinate all details with a single point of contact representing both the WPAOG and USMA: Society- Support@wpaog.org or 845.446.1612 and return information no later than 3 weeks before the game – see attached form. WPAOG will coordinate with DAA who then communicates with the G3.
- The Society will develop a budget to fund all event expenses (WPAOG does not allocate any funds toward away tailgates).
- Your Society could collaborate with your local Parents Club or other Societies on this event.
- Your Society or local Field Force member will engage with USMA Admissions to hold an Admissions Update in conjunction with your tailgate.
- You will provide 6-10 free tickets for members of the Leader Team.
- Your agenda will include time for the USMA and WPAOG speakers and a microphone will be included.
- The Spirit Team will be non-paying guests of the Society if the Society desires that they appear and entertain at the tailgate (approximately 70).

### What You Can Expect from WPAOG:

- Serve as your main POC and will respond to all of your issues and questions.
- Provide online registration website (credit card registration). On-line registration with the WPAOG requires that 5% of all credit card transactions be withheld to cover bank fees. Please email Alumni-Events@wpaog.org for more details.
- Market your tailgate via emails and tailgate inserts (This is dependent on when you share your event details with us.)
- Coordinate with all appropriate USMA agencies on your behalf.
- Provide you with event planning advice.

### What You Can Expect from the Army Athletics Ticket Office:

- The Army Ticket Office will coordinate the sale of away game tickets while supplies last 1.877.TIX.ARMY or GoArmySports.com. Individual away game tickets will go on sale in June. Traditionally Army's entire allotment of tickets for an away game is in one large block. In order to access these seats, the customer must purchase the tickets from the Army Ticket Office. Tickets are sold on a consignment basis from the home school to the Army Ticket Office, so Army does not usually have the flexibility to offer group rates or other discounts on its block of tickets. For more information, please contact 877.849.2769.

## 2017 WPAOG Away Tailgate Planning Packet

### Suggested Tailgate Committee Duties

---

You'll also find a variety of event planning resources on the internet that you may find helpful.

#### Society President

- Confirms whether the Society will host the away tailgate when inquired by WPAOG.
- Provides Society remarks at the tailgate.
- Greets the Official Party on arrival.

#### Tailgate Chairperson

- Coordinate committee and oversee all details of the tailgate.
- Send the information form at the end of this packet to [Society-Support@wpaog.org](mailto:Society-Support@wpaog.org) in a timely manner.
- Maintain communication with WPAOG.
- Set meetings to discuss tailgate plan, budget, etc.
- Publish after action report.
- Meets with the G3 to do a walkthrough.

#### Sponsorship Coordinator

- Arranges for sponsorships to offset costs of the event.
- Handles complimentary tickets / presents for the organizations planning the event.

#### Treasurer and Fundraiser

- Create budget for your tailgate in conjunction with your event Coordinator who should determine prices for venue, catering, decorations, etc.
- Generate funds to offset tailgate expenses by securing sponsorships.
- Consider selling fundraising items at your tailgate (secure home campus permission if your tailgate is held in campus facilities).
- Determine tailgate ticket price in conjunction with your
- event coordinator. You should have at minimum an adult price and a child price. Some Societies discount tickets for cadets who will attend the tailgate. Remember that it is customary (but not mandatory) that your Society pays for the spouses of the Official Party (6-10 people) and the cadets on the Spirit Team (70 cadets). Please notify Society Services immediately if you do not plan to feed the visiting cadets because arrangements will need to be made to feed them.
- Collect payment and pay bills.

#### Communications/Public Relations Liaison

- Work with other organizations to publicize the tailgate thru email, mail, ticket inserts, etc.
- Arrange for any media coverage of the tailgate.

#### Admissions Liaison

- Connect with the local Regional Commander to coordinate with the Admissions Update.

#### Event Coordinator

- Determine the tailgate venue.
- If desired, coordinate block of rooms at local hotel for out- of-town guests. Please note that your hotel is not necessarily the one that the USMA Official Party will use.
- Determine the tailgate menu and type of service (buffet, barbecue, etc.).
- Determine décor for tailgate. Order West Point-themed
- decorations from the WPAOG Gift Shop (845.446.1670). Gift Shop offers 10% discount on all tailgate purchases with promotion code WPS.
- With your Treasurer, work out the tailgate budget and determine the tailgate ticket prices based on all of your expenses.
- Determine how tailgate registration will take place (by mail,
- online, etc.) and coordinate for registration. The WPAOG can set up on-line credit card registration for you. Determine how tailgate check-in will take place.
- Arrange for enough tables and seating for guests. Reserve tables for Official Party and WPAOG guests.
- Coordinate with WPAOG for Superintendent to speak at tailgate.
- Coordinate with WPAOG for Cadet Spirit Band and Rabble Rousers to appear and perform at tailgate.
- Arrange for parking at tailgate. Determine required signage for tailgate.
- Assign volunteers to serve as greeters to meet guests and welcome them to your tailgate. Provide special instructions for those who will meet and escort the Official Party to their seats. Arrange for guest check-in (or ticket takers) at your tailgate.

## Generic Event Planning Checklist

---

### Once You Set a Date You Can:

- Outline logistics – planning team, time, budget, tasks, etc.
- Determine if there will be a Benny Haven's
- Determine and book location (get confirmation or contract). Contact home university's athletic office or conference service department for information and to begin negotiations for onsite events
- Draft a schedule of events

### 6 or More Months Out:

- Present your tailgate plan to your Society's Board
- Notify all parties – other Societies and Parent Clubs in the area, WPAOG, admissions, etc.
- Establish a publicity game plan
- Review opportunities and begin contacting groups and companies for sponsorships

### 3 or More Months Out:

- Book all vendors and services in writing
- Design invitations or announcement
- Setup online registration site
- VIP Invitation list
- Purchase decorations – Gift Shop discount code is WPS
- Decide on a rain plan if outdoors
- Determine if you will provide transportation
- Track expenses and update budget

### Middle to End of June:

- Order Football Tickets 877.TIX.ARMY or GoArmySports.com

### Beginning of August:

- WPAOG delivers ticket inserts to Ticket Office for mailing

### 2 Months or More Out:

- Provide WPAOG details of the event. WPAOG needs time to request and prepare marketing communications on your behalf. The sooner we know the better.
- Directional signage

### 6 Weeks Out:

- Photographer
- Publicize the event(s)
- WPAOG sends first email blast
- Track ticket sales/RSVPs
- Walk through every step of the event including the venue

### 4 Weeks Out:

- WPAOG sends second email blast

### 3 Weeks Out:

- Call all vendors to confirm
- Confirm everything with WPAOG
- Walk through every step of the event

### 2 Weeks Out:

- WPAOG sends final email blast
- Send Society-Support@wpaog.org your registration list (if you are not using WPAOG event registration services)
- Write scripts; include introductions of VIPs

### 1 Week Out:

- Finalize all arrangements
- Send Society-Support@wpaog.org your final registration list (if you are not using WPAOG event registration services)
- Walk through every step of the event
- USMA G3 will contact to arrange a walk through

### 3 Days Out:

- Nametags and registration/check-in materials
- Head table/seat assignments – Reserve a table for the Official Party
- Walk through every step of the event

### Day Before:

- Prepare an event bin: nametags in alpha order, office supplies, blank nametags, production schedule, scripts, guest list, giveaways, and signage
- Confirm the USMA speaker has a microphone
- Reconfirm the venue and all vendors
- Meet with USMA G3 and protocol representatives

### Day of Event:

- Check venue: temperature, cleanliness, furniture arrangement, signage, restrooms, microphone check
- Setup a walk-in registration area
- Confirm arrival of all vendors
- Confirm names of VIPs for script/introductions
- Get feedback

### Day after Event:

- Use nametags to establish attendance
- Send appropriate thank-yous; include photos
- Final budget review
- Update the checklist for next event

### One Week After:

- Send AAR with photos to Society-Support@wpaog.org

### Sample Tailgate Budget Form

This is just a sample. Your budget will vary dependent on the location and style of event. Your tailgate may be as simple or elaborate as you desire (or as your budget allows). Pricing typically ranges between \$15 and \$50. Consider working with other groups such as Societies, Parent Clubs, or local organizations to help offset the costs. Society Support can supply you with contacts of previous tailgate planners if you would like to speak to learn from their experiences.

**Date** \_\_\_\_\_

**Teams** \_\_\_\_\_

**Location** \_\_\_\_\_

**Sponsorships**

	Company	Amount	

	Total		Per Person	Total
--	-------	--	------------	-------

**Income**

	# Attending		Per Person	Total
--	-------------	--	------------	-------

Preregistered *(Include the 5% online fee)*

Adults

Children

Spirit Team

Cadets

Total

At the Door

Adults

Children

Spirit Team

Cadets

Total

**Expenses**

		Quantity	Price Per	Total Cost	Deposit	Amount Outstanding
--	--	----------	-----------	------------	---------	--------------------

Administration

Programs

Decorations

Advertising

Tickets / Wristbands

Signage

Total

Benny Havens

Venue

Food

Beverages

Total

Tailgate

Venue

Linens

Furniture

Other Rentals

Total

Food

Per Person

Servers

Tax

Equipment

Total

Beverages

Per Person

Bar Fee

Bartenders

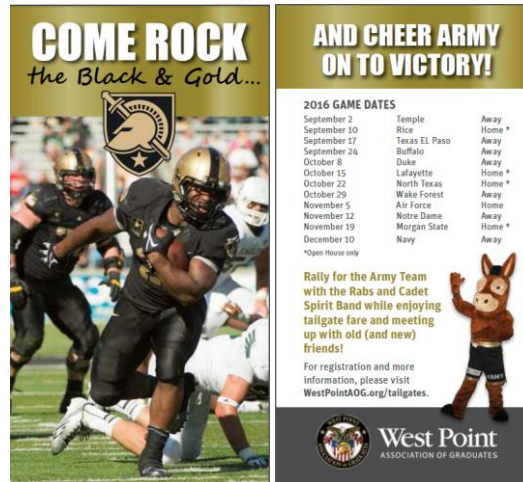
Total

Total Attendees	
Total Income	
Total Expenses	
<b>Final</b>	

## Marketing Information

Society Support promotes the Society away tailgates by sending ticket inserts directing fans to our tailgate information page and by sending multiple emails to graduates in your event radius. Societies are encouraged to promote their events by emailing other Society Presidents in the area (available in the Society Leader Toolkit), social medias, and working with local organizations such as Parent Clubs and military organizations.

### Sample Ticket Inserts:



### Email Blast Wording:

Below is the wording for the three email blasts sent out typically at 6, 4, and 2 weeks. If Society Support does not receive your Society information at least 8 weeks before the event, it will impact your marketing.

- Email 1 – Approximately 6 Weeks Out:

BEAT XXXXX TAILGATE RALLY!

Rally with fellow graduates, parents, and friends before the Army West Point at Wake Forest game on XXXXX. This official Army tailgate is presented by the West Point Society of XXXX.

- Performances by the Cadet Spirit Band and Rabble Rousers!
- Meet a member of West Point's Leader Team!

REGISTER NOW!

GO ARMY! BEAT XXXXX!

Need new swag for the game? Type "Fan Gear" into the comment section at checkout and receive 10% off your game time order (some exclusions apply – valid online up to game day only).

- Email 2 – Approximately 4 Weeks Out:

COME ROCK THE BLACK AND GOLD AS WE DEFEAT XXXXX!

Rock the Black and Gold with grads, parents, friends, and fans at the Army West Point at Wake Forest tailgate on XXXXXXXX.

- Rally for the Army Team with the Rabs and Cadet Spirit Band
- Enjoy tailgate fare and meet up with old (and new) friends!

REGISTER NOW!

GO ARMY! BEAT XXXXXX!

Need new swag for the game? Type "Fan Gear" into the comment section at checkout and receive 10% off your game time order (some exclusions apply – valid online up to game day only).

- Email 3 – Approximately 2 Weeks Out:

RALLY at the XXXXX TAILGATE!

## 2017 WPAOG Away Tailgate Planning Packet

Join grads, parents, friends, and fans on XXXXXXX as we cheer the Army West Point football team to victory at the West Point Society of XXXXXXXXX tailgate!

Space is limited and registration is closing soon so be sure to register today!

REGISTER NOW!

GO ARMY! BEAT XXXXXXX!

Need new swag for the game? Type "Fan Gear" into the comment section at checkout and receive 10% off your game time order (some exclusions apply – valid online up to game day only).

## Required Information for WPAOG

Please provide a completed form as soon as the information is available.

Society Planning Tailgate	
Society President	
Team Playing	

BASIC INFORMATION		
Date of Tailgate	Time of Tailgate	Location (include a map)
Date of Benny Havens <i>(optional, if no event please write N/A)</i>	Time of Benny Havens	Location

CONTACTS			
Main Society Contact		Secondary Society Contact	
Name		Name	
Phone		Phone	
Email		Email	
Who will be meeting the USMA G3 for a walk through the day before?			
Name			
Phone			
Email			

FOOD AND BEVERAGE	
Menu:	
Is Alcohol Being Served?	<input type="checkbox"/> YES, INCLUDED <input type="checkbox"/> YES, CASH BAR <input type="checkbox"/> NO

REGISTRATION	
Will WPAOG be handling your online registration?	<input type="checkbox"/> YES Please complete the online form available at <a href="http://www.westpointaog.org/file/Alumni-Events-Online-Registration-Request-Form.pdf">http://www.westpointaog.org/file/Alumni-Events-Online-Registration-Request-Form.pdf</a> .
	<input type="checkbox"/> NO - How will they register? _____ You will be responsible for providing your attendee list to <a href="mailto:Society-Support@wpaog.org">Society-Support@wpaog.org</a> 2 weeks before and the Monday before the game.
What dates will your registration site be live?	Open Date
	Close Date

SPEAKERS / PERFORMANCES		
Society Speaker(s):	Name(s):	
	<input type="checkbox"/> WILL INTRODUCE THE SUPERINTENDENT <input type="checkbox"/> WILL INTRODUCE THE WPAOG PRESIDENT / CEO <input type="checkbox"/> PREFERS THE WPAOG PRESIDENT INTRODUCES THE SUPERINTENDENT	
Would you like the WPAOG CEO to Speak?	<input type="checkbox"/> YES, TAILGATE AND BENNY HAVENS <input type="checkbox"/> YES, TAILGATE ONLY <input type="checkbox"/> YES, BENNY HAVENS ONLY <input type="checkbox"/> NO, THANK YOU	
Requesting Rabble Rousers and Spirit Band? *	<input type="checkbox"/> YES	LOCATION:
		TIME:
	<input type="checkbox"/> NO, THANK YOU	



2017 WPAOG Away Tailgate Planning Packet

PRICING*				
	Pre-Registered		At the Door	
	Game and Tailgate	Tailgate Only	Game and Tailgate	Tailgate Only
<b>Cadet in Uniform</b>				
<b>Adult 12 and Over (Civilian)</b>				
<b>Adult 12 and Over (In Uniform / ID)</b>				
<b>Child 5-12</b>				
<b>Child 5 and Under</b>				
	The Society Will Cover the Tailgate Cost for:		The Society Requests the Following Individuals Pay:	
<b>Leader Party Officials</b> <i>(Superintendent, Commandant, Dean, USMA CSM, USCC CSM)</i>	<input type="checkbox"/> Superintendent <input type="checkbox"/> Commandant <input type="checkbox"/> Dean <input type="checkbox"/> USMA CSM <input type="checkbox"/> USCC CSM		<input type="checkbox"/> Superintendent <input type="checkbox"/> Commandant <input type="checkbox"/> Dean <input type="checkbox"/> USMA CSM <input type="checkbox"/> USCC CSM Pay:	
<b>Leader Party Spouses</b> <i>(Superintendent +1, Commandant +1, Dean +1, USMA CSM +1, USCC CSM +1)</i>	<input type="checkbox"/> Superintendent's +1 <input type="checkbox"/> Commandant's +1 <input type="checkbox"/> Dean's +1 <input type="checkbox"/> USMA CSM's +1 <input type="checkbox"/> USCC CSM's +1		<input type="checkbox"/> Superintendent's +1 <input type="checkbox"/> Commandant's +1 <input type="checkbox"/> Dean's +1 <input type="checkbox"/> USMA CSM's +1 <input type="checkbox"/> USCC CSM's +1 Pay:	
<b>Official Party Representatives</b> <i>(DAA representative, a DAD representative, and approximately 10-12 other staff)</i>	<input type="checkbox"/> DAA Representative <input type="checkbox"/> DAD Representative <input type="checkbox"/> 10-12 Other Staff		<input type="checkbox"/> DAA Representative <input type="checkbox"/> DAD Representative <input type="checkbox"/> 10-12 Other Staff Pay:	
<b>Spirit Team</b> <i>(Rabble Rousers and Spirit Band - approximately 70)</i>	<input type="checkbox"/> Rabble Rousers and Spirit Band		<input type="checkbox"/> Rabble Rousers and Spirit Band Pay:	

\*The Official Party is typically: the Superintendent +1, the Commandant +1, the Dean +1, the USMA CSM +1, the USCC CSM +1, a DAA representative, a DAD representative, and approximately 10-12 other staff. *Traditionally, six to ten free tickets are provided for members of the Leader Team and their spouses. The **Leader Party** consists of Superintendent +1, Commandant +1, Dean +1, USMA CSM +1, and USCC CSM +1. Some Societies have offered the Spirit Team boxed meals, others have offered the regular tailgate fair, and others have chosen not to cover their meals.*

MISCELLANEOUS	
Distinguished Visitor(s):	
Comments:	