

2019 Associate General Chair and Associate Producer Proposal Guidelines



HOMECOMING & **GATOR GROWL** UNIVERSITY OF FLORIDA

Please email all submissions to applications@gatorgrowl.org
Applications are due by 5 PM on Friday, February 1
Interviews will be held on February 2 and 3 from 9 a.m to 12 p.m. we
will email you a google doc to sign up for an interview slot.

Associate Producers and Associate General Chair

Growl (AP)

Creative

Productions

Show

Homecoming (AGC)

Campus Events

Community Events

Dual (AP)

Communications

Finance

Sales and Outreach

Below you will find a description of each AP and AGC and the required information for your proposal.

If you are not selected for the position you are applying for and would be interested in serving Homecoming and Gator Growl as a Director, you will have an opportunity to interview for a Director position and more information after the AGC/AP selection process.



Associate General Chair Descriptions

Campus Events

The AGC of Campus Events is responsible for assisting in the planning and execution of Pageant, Soulfest, and Homecoming Festival. This will involve dealing with facility managers and ticket sales for each individual event. They will also be responsible for creating and heading up a team of students in charge of promoting Gator pride and the many Homecoming events around the campus and community. This AGC will work with directors to promote each event both on-campus and in the community. They will bring new ideas to the table in order to better Homecoming.

Directors: Pageant, Soulfest, Homecoming Festival

Proposal Format

Your AP proposal should contain the following sections:

1. Name, email address, phone number, major, etc.
2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
4. Your goals for the AP position you are applying for. These should include communication strategies, organization, and new ideas for Gator Growl and Homecoming.
5. Your personal background or strengths and overall qualifications.
6. New ideas that will better your events/position in order to better Homecoming and Gator Growl.
7. Why are you passionate about Homecoming and Gator Growl?

NOTE: If you purposely provide misleading information regarding any times commitments, you will be removed and replaced immediately. You should include any extended summer vacation plans in this proposal and application.

Community Events

The AGC of Community Events is responsible for assisting and improving the planning and execution of the Parade, Gator Gallop, philanthropy events, and alumni events. This AGC will oversee all security and parking needs for all Homecoming events including Gator Growl. They will also be responsible for reaching out to various companies in search for sponsorships for each event.

Directors: Gator Gallop, Parade, Philanthropy, and Alumni Relations

Proposal Format

Your AP proposal should contain the following sections:

1. Name, email address, phone number, major, etc.
2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
4. Your goals for the AP position you are applying for. These should include communication strategies, organization, and new ideas for Gator Growl and Homecoming.
5. Your personal background or strengths and overall qualifications.
6. New ideas that will better your events/position in order to better Homecoming and Gator Growl. Please make sure to include ideas for only the director positions listed in this application.
7. Why are you passionate about Homecoming and Gator Growl?

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Associate Producer Descriptions

Communications Team

AP of Public Relations

The AP of public relations handles and oversees all social media efforts and copy on all graphics, flyers and programs. You will also monitor all public relation efforts for both Gator Growl and Homecoming including all day of show responsibilities with local media. The website will need to be checked often to ensure proper functionality and updated information on all events. This AP will be responsible for updating advertising efforts so that they are more effective and target the adequate audience.

Directors: Advertising, Photography/Programs,

Proposal Format

Your AP proposal for communications should contain the following sections:

1. Name, email address, phone number, major, etc.
2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. View the current website and social media platforms and provide critiques and changes you would like to implement.
4. Develop a communications plan that includes an infographic, social media post and a logo that would be displayed on multiple platforms.
5. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
6. Your personal background or strengths and overall qualifications.
7. New ideas that will better your events/position in order to better Homecoming and Gator Growl.
8. Why are you passionate about Growl and how would you improve this position from last year?

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AP of Design

The AP of design will be responsible for all logos, layouts, graphics and developing the brand personality with the AP of public relations. You will work with the AP of public relations on all communication efforts.

Directors: Web Design, Art and Layout (x2),

Proposal Format

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2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. View the current website and social media platforms and provide critiques and changes you would like to implement.
4. Develop a communications plan that includes an infographic, social media post and a logo that would be displayed on multiple platforms.
5. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
6. Your personal background or strengths and overall qualifications.
7. New ideas that will better your events/position in order to better Homecoming and Gator Growl.
8. Why are you passionate about Growl and how would you improve this position from last year?

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Creative

The AP of Creative will be responsible for all skits, videos, commercials, introduction video, credits, and any/all other creative aspects of Gator Growl. Overseeing the timeliness of each of their directors and increasing the productivity of this position throughout the year will be crucial. It will be expected that all responsibilities be completed early and properly. He/she is required to coordinate all filming and edits on all projects. This AP works closely with the AP of Show in order to create the show block and overall vision for the show.

Directors: Casting and Productions, Creative (x3), Video Camera and Video Editing

Proposal Format

Your AP proposal for creative should contain the following sections:

1. Name, email address, phone number, major, etc.
2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. Provide a sample script and storyboard of a video that would be appropriate to showcase at Gator Growl.
4. Provide a video that you have created in the past or currently (attach in the email).
5. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
6. Your personal background or strengths and overall qualifications.
7. New ideas that will better your events/position in order to better Homecoming and Gator Growl.
8. Why are you passionate about Growl and how would you improve this position from last year?

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Finance

The AP of Finance is responsible for closing out the previous year's books, forecasting for the coming year, and monitoring all director spending. This individual will also need to collect projected budgets from each director. Creative ideas to better the position are a necessity (e.g. reconcile and balance the bank account at the end of each month). This AP works closely with the UF Assistant Director of Business Services.

Directors: Finance, Solicitations, Special Events, and Sponsorships

Proposal Format

Your AP proposal for finance should contain the following sections:

1. Name, email address, phone number, major, etc.
2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. Demonstrate your knowledge of finance and describe how to create a budget/ balance sheet.
4. How will you motivate teams to send in their budget proposals?
5. How will you improve sponsorships and get more people involved?
6. Provide a description on how to cut cost and incorporate the past merchandise that hasn't been sold?
7. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
8. Your personal background or strengths and overall qualifications.
9. Why are you passionate about Growl and how would you improve this position from last year?

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Sales and Outreach

The AP of Sales and Outreach has one of the largest teams. Time management, organization, and delegation skills need to be impeccable. This AP will oversee all tabling as well as general campus and community outreach. Homecoming and Growl tabling events will happen in parallel. The Sales and Outreach team needs to be prepared to sell Gator Growl as well as Homecoming. This AP should create a clear sales strategy and educate the Homecoming and Gator Growl team on proper sales techniques.

Directors: Marketing, Outreach (x2), University Sales (x2), Tickets

Proposal Format

Your AP proposal for sales and outreach should contain the following sections:

1. Name, email address, phone number, major, etc.
2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. Include new ideas to encourage students and residents of Gainesville to participate in Growl.
4. Ideas on how to include the city and community of Gainesville, Florida?
5. Include marketing initiatives and tactics to promote the show.
6. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
7. Your personal background or strengths and overall qualifications.
8. Why are you passionate about Growl and how would you improve this position from last year?

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Show

The AP of show will design and create a prompt show block that will used the night of the show. It is imperative to communicate with campus partners and develop a show schedule that is suitable for both the acts and the gator growl team. You will be in charge of receiving cameos from well-known people to play at growl. You are also responsible for making certain, predetermined, calls the night of the show and being available for any/all show questions and decisions the entire week of Gator Growl.

Directors: Cameos and Show

Proposal Format

Your AP proposal for show should contain the following sections:

1. Name, email address, phone number, major, etc.
2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. Organize a show block for the first half of the show with the given acts and time requirements. Please color code and make it easy to navigate.

Cheerleaders	2:00
Band	5:00
Cameos	0:30
President Fuchs	1:30
Host Introductions	2:30
Opening Act	45:00
Pre-Show Act	45:00

4. New ideas on how to create and edit a show block.
5. Please explain how you would react and lead your team when a dramatic alteration is made to the show that directly affects your position.
6. Describe your leadership style and how you handle high-stress situations.
7. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
8. Your personal background or strengths and overall qualifications.
9. Why are you passionate about Growl and how would you improve this position from last year?

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Productions

The AP of Productions will monitor the progress of all contracts for audio, video, lighting, pyrotechnics, and staging for Gator Growl. Many of the responsibilities are executed the week of Gator Growl and will need to be properly planned and scheduled beforehand. These will include making sure the venue and stage are properly set up and secure by working closely with UPD, GPD, and PPD. The AP of Productions will work very closely with the O'Dome and Technical Director to make sure all aspects of the show are covered as well as working closely with the AP of Show to finalize the show block. They will assist in all organization and be the communication liaison between talent contracts and the hospitality director.

Directors: Hospitality, Operations, Technical Director

Proposal Format

Your AP proposal for sales and outreach AP should contain the following sections:

1. Name, email address, phone number, major, etc.
2. Time commitments for the spring, summer and fall semesters as well as additional involvement on campus.
3. What is your vision for the field? And what can be improved from last year's design.
4. How will you stay organized with contracts and communicating with production companies?
5. Please explain how you would react and lead your team when a dramatic alteration is made to the show that directly affects your position.
6. Describe your leadership style and how you handle high-stress situations.
7. A breakdown of the directors on your team, the flaws of the position, how you would change/better it, and your specific goals.
8. Your personal background or strengths and overall qualifications.
9. Why are you passionate about Growl and how would you improve this position from last year?

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