

In Harmony

**LIVE FROM THE ROCK
Volunteer Manual
2024**



ACKNOWLEDGEMENTS

The idea for *In Harmony - Live from the Rock Volunteer Manual* began as a response to challenges and opportunities following the COVID-19 pandemic. With funding from the Government of Canada, the Canadian Red Cross made a grant available for the *In Harmony* project – to strengthen and adapt our ways of working, and build resiliency as we support the arts and community.

In Harmony - Live from the Rock Volunteer Manual 2024 would not be possible without the generous help and support of many. The Live from the Rock Blues & Folk Society would like to acknowledge these contributions.

Thanks to all the volunteers, past and present, who contributed to the content and design. The In Harmony Project Oversight Team – Ashley Davis, Jimmy Malo, Cathy Morgan, and Elly Tose – provided excellent, hands-on leadership in planning, administering, and keeping the vision and practical goals of the project at the forefront.

We would like to acknowledge the work of Margaret Wanlin and Lindsey David of *Boreal Ecosystems Associates Ltd.* Their guidance and expertise were invaluable to the outcome – an accessible, practical, and beautiful living document. Thank you.

Live from the Rock is supported by the strong foundation of its past and its commitment to building a strong and vibrant future celebrating music, art and community on the north shore of Lake Superior.

Thank you to our volunteers and volunteers everywhere.
May we always strive to live *In Harmony*.

Jimmy Malo
President, Live from the Rock Blues & Folk Society

The Live from the Rock Blues & Folk Society hereby acknowledges that, as we carry out our work from different locations, we are working on the traditional land of Indigenous peoples. We acknowledge that much of this work is done in the Robinson Superior Treaty area and that the land upon which we gather is the home of the Anishinaabeg and Metis people.

In Harmony - Live from the Rock Volunteer Manual is funded by the Government of Canada under the Community Services Recovery Fund.

Funded by the
Government of Canada's
Community Services Recovery Fund

Canada 

TABLE OF CONTENTS

PURPOSE & BACKGROUND	4	SITE	73
FESTIVAL PLANNING CYCLE	6	Site Manager/Coordinators	74
ORGANIZATIONAL CHART	7	Campground Coord. + Campfire Host ..	77
SCOPE	8	First Aid + Lost & Found Coordinator..	78
KEY POLICIES	8	Green Team Coordinator.....	79
ARTISTIC	14	Schlepping Coordinator	81
Artistic Director	15	Schlepper.....	83
Artists Meals Coordinator.....	17	Security Coordinator	84
Artists/Kin Accommodations		TECH	86
Coordinator	19	Tech Director	87
Artists Shuttle Coordinator.....	21	Stage Host Coordinator	90
Green Room Coordinator	23	Stage Host	93
COMMUNICATIONS	27	VOLUNTEER & ACCREDITATION	96
Comm. & Marketing Manager	28	Volunteer & Accreditation Manager	97
Digital & Print Design Coordinator.....	32	Accreditation Coordinator	102
Festival Program Book Coordinator.....	33	Children’s Area Coordinator	106
On-Site Photography Coordinator.....	35	Volunteer Coordinator	109
Social Media Coordinator	36	REFERENCES	113
Website Coordinator.....	39		
PARTNERS & SPONSORS	41		
Partners & Sponsors Manager.....	42		
Sponsorship Coordinator	45		
Fundraising Raffle Coordinator.....	47		
SALES	50		
Sales Manager	51		
Artisans Coordinator	53		
Box Office Coordinator	55		
Food Vendors Coordinator.....	57		
Main Gate Coordinator	59		
Merchandise Coordinator	64		
Music N More Coordinator.....	69		
Pub Coordinator	71		

Purpose & Background

This manual brings together existing documents and knowledge to create a cohesive, user-friendly, practical digital/print operations "manual" including guiding principles; detailed role descriptions; timelines; and support structures and contacts. It will support modernization through efficient information-sharing; prevention of knowledge loss and information silos; and through effective collection of orientation and training resources that can be adapted for future contexts.

History

Since 2003, Live from the Rock has played host to some of the most renowned folk, blues, roots, country, reggae, jazz, bluegrass and world acts from Canada and around the globe, in addition to exciting, new performers.

Year after year these talented artists join us on the shores of Lake Superior in Red Rock, ON to experience a community like no other.

Since the beginning and still, volunteers are the backbone of the festival and the key to its success and sustainability.

OUR MISSION

- Celebrate music and the arts on the northern shore of Lake Superior.
- Offer an annual, family-friendly, 3-day festival for folks to experience and participate in music, arts, culture, community, and nature.



OUR MANDATE

The Live from the Rock Blues & Folk Society's mandate is to provide arts opportunities in small communities along the Lake Superior shore; to contribute to arts appreciation; and to contribute to the region. LFTR events, particularly the annual festival, offer an opportunity to experience diverse Canadian and international arts, artisans and food; to stay in the community; to engage with other regional attractions, and to support local economies.

Drawn from the June Callwood Award - Live from the Rock volunteers received the June Callwood Award for Outstanding Volunteerism in 2018

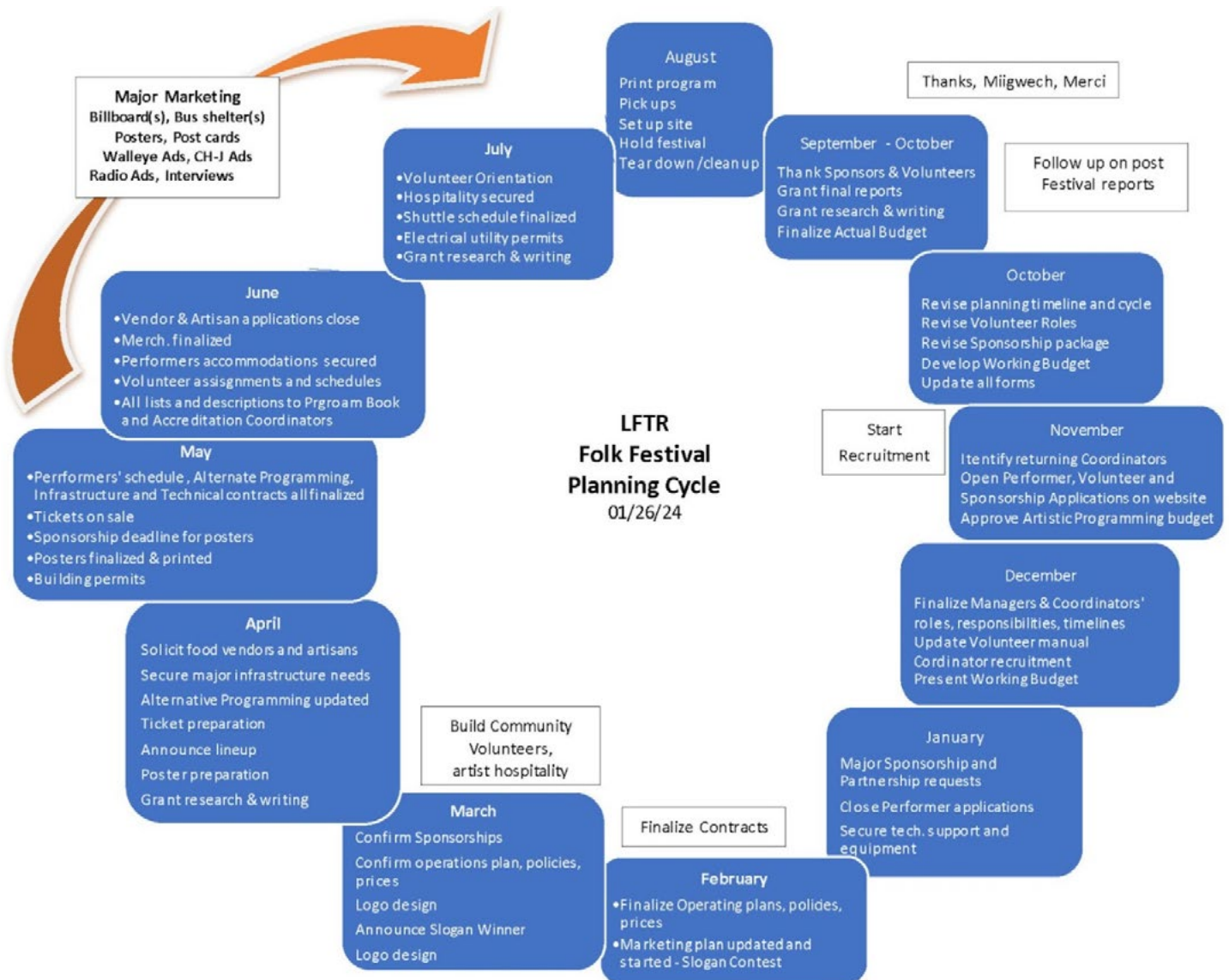
OUR FESTIVAL GOALS

- To provide an enjoyable and affordable weekend of quality live entertainment
- To provide a variety of family-friendly opportunities to explore the arts, culture and nature in a supportive and friendly environment.
- To create an outdoor event that is open and accessible to all people
- To foster cooperation, consideration and tolerance, while sharing in the common love of music and the arts
- To facilitate opportunities for interaction between musicians, artists, and the audience
- To promote regional and Canadian artists
- To enhance the cultural life and contribute to the economic activity of the local community and the region
- To foster an appreciation of the unique beauty and inspirational power of Lake Superior

OUR VALUES

- Treat everyone attending and supporting LFTR’s work with dignity and fairness
- Provide opportunities for personal and professional growth for volunteers
- Recognize that volunteers are the heart of our organization
- Regard our sponsors as friends and colleagues and to solicit their ideas and feedback
- Create a sense of community and belonging through the shared activities that this folk festival creates

FESTIVAL PLANNING CYCLE



ORGANIZATIONAL CHART

UPDATED JAN 24/24

Live from the Rock Blues & Folk Society – Constitutional responsibility for annual Festival						
Board of Directors – finance, policy, legal issues, major new directions, liaison with managers and assist, address personnel/infrastructure shortages						
Festival Managers – year-round planning, management of their area, liaison with Coordinators and assist, complete certain assigned tasks						
Artistic Director (Bd)	Communications Manager	Partners & Sponsors Program Manager	Sales Manager	Site Manager(s)	Technical Director (Bd)	Volunteer & Accreditation Program Manager
Coordinators (areas of responsibility) and some assigned tasks to managers C= traditionally have coordinators						
Artists/Kin Accom. C	Communications and Marketing Manager	Fundraising Raffle C	Artisans C	Campground C – Campground Host	Acquisitions: water, tents, rental space, comfort stns, vehicle, scaffolds, lighting, fencing	Festival/Events: stage plots, FOH techs, Stage mgrs. and hands, instrument lockup
Artists Meals C	Digital & Print Design C	Partners/ Alternative Programming	Box Office C	First Aid, Lost and Found C	Set-up, Take down – daystages, main stage, gate, check-in, family area, green room, security fencing	Inventory, Acquisition, Requirements
Artists Shuttles	Festival Program Book C	Sponsorship C	Food Vendors C	Green Team C	Set-up, Take Down, Equipment Orientation, Equipment Storage	Children's Area C
Contracts, Workshops, Opening and Closing Ceremonies	On-Site Photography C		Main Gate C	Schleppers C	Stage Hosts C	Volunteer C
	Radio and TV		Merchandise C	Security C – security & traffic		
Green Room C	Slogan Contest		Music N More C		Water	With Volunteer C: Recruitment, Assignment, Orientation, Ts, check-in, on-site problems, hospitality
	Social Media C					
	Website C					

SCOPE

This manual is a living document. It was prepared in 2023/24 with the support of the Government of Canada's Community Services Recovery Fund. It is intended to be a guide for the organization of the wonderful volunteers that make LFTR possible. It is also expected that there will be new, better, and different ways to organize the volunteer work of the festival as time goes on. It will be important that the manual is updated annually so that it continues to be relevant and provides useful guidance.

The manual begins with the overall direction for the festival, annual planning cycle, and organizational chart. Next comes key policies that apply across the various departments of the festival.

The remainder of the manual is organized according to the management team approach used by LFTR. Each manager/area has a section in the manual which includes the purpose of the team and role descriptions for the manager and coordinators. The level of detail in the Coordinator descriptions varies. Some "other resources", considered helpful in the area are also included either in the body of the manual or with a link to documents stored on the Gdrive.

KEY POLICIES

These are organized in accordance with the area of the Festival that they most impact. However **all volunteers should be aware of all of these in order to best meet the needs and inquiries of our Festival community.** Some of the wording has been shortened or paraphrased for efficiency.

You may find other established procedures, regulations and practices incorporated in the role descriptions and resources in the section of the Manual corresponding to your volunteer role.

CODE OF ETHICS

- I will be a responsible ambassador of the Live from the Rock Folk Festival.
- I will be loyal to my volunteer commitment.
- I understand and will follow the gate restrictions including no alcohol, drugs, glass, recording equipment or fireworks on the festival grounds.
- I will treat other volunteers, performers and the public with respect.
- I will follow all campground rules and regulations when camping in or visiting the camping areas.
- I will safeguard my weekend pass and volunteer t-shirt. These items are non-transferable and remain the property of the festival.
- I will not use or carry any alcohol or illegal substances while on volunteer duty.
- Volunteers cannot be served at the festival pub while wearing their festival volunteer t-shirts.
- Volunteers will follow all environmental policies and practices of the Live from the Rock Folk Festival.

COMMUNICATIONS

ATTENDEE RELEASE-LIKENESS & VOICE (FESTIVAL PROGRAM)

In consideration of admittance to LFTR Folk Festival ... all pass holders, accompanying children, guests, vendors and performers acknowledge the right of LFTR Blues & Folk Society to use their likeness and/or voice as may be obtained by photographing, filming, or recording during the festival, for any purpose, without any written release or further compensation.

SALES

BOX OFFICE – TICKETS (PAST AND CONTINUING PRACTICE)

All tickets are non-refundable. A ticket holder may appeal this to the LFTR Blues & Folk Society Board of Directors. Refunds are completely at the Board's discretion, and only granted in exceptional circumstances.

MAIN GATE/CAMPING REGISTRATION/CAMPING SUPERVISION (2023 BOARD DECISION)

Campers 15 and under are free, but must be registered with, and stay at the same campsite with a responsible adult 19+ years of age. The Campsite Contact must be 19+ if there are campers 15 & under in the party. Campers 16-18 years of age pay camping fees, and may register, but they can't be the Campsite Contact (or guardian) in a group that has those 15 and under in it.

SITE

ALCOHOL

- Alcohol is to be served in the Festival Pub only - patrons cannot leave the area.
- Security will ask to see identification at the Festival Pub.
- Alcohol is not permitted on festival grounds.
- Alcohol is only allowed at individual campsites.
- Underage drinking will not be tolerated.
- Intoxication will not be tolerated.
 - If an individual is intoxicated and behaves in a disruptive manner, refer to Unwanted Persons policy.

EVACUATION PROCEDURE

In the unlikely event that the festival or the Township of Red Rock needs to be evacuated, Security volunteers will be advised by the Site Coordinator or the Security Coordinator.

- Security volunteers will oversee the entrance gates.
- Stage hosts will make an announcement informing people to be prepared to leave the site, but that no one is to leave the grounds until instructed to do so.
- Festival organizers will receive instructions from Township staff regarding procedure (i.e. directed to Recreation Centre).

- Security volunteers will encourage people to stay within the grounds until instructions are received. Once they leave, they will be asked to leave by walking, not driving.
- Schlepper volunteers will assist those with mobility issues.
- A minimum of TWO (2) security volunteers will be working at the Main Gate and 1 at the Camping gates.
- Security and Main Gate volunteers will direct emergency vehicles.

FIRST AID REQUIRED

- Notify First Aid immediately. DO NOT move the individual.
- Security team will assist with keeping bystanders away from the scene and clear a path for the emergency vehicle.

CAMPGROUND AREAS - SECURITY

A minimum TWO(2) person roving security patrol will:

- Ensure no alcohol, drugs, glass containers or video equipment is present
- Keep an eye on personal property in the campground (i.e. coolers, tents, etc.)
- Monitor alcohol intake and campers' behaviour
- Check for wristbands (including at the campfire gathering)
- Notify hired security team if assistance is required

ILLEGAL DRUGS

- Possession and/or use of non-prescription, or illegal drugs will NOT BE TOLERATED

- If illegal drugs are located at the entrance gate, the individual will be denied entry to the festival grounds
- If illegal drugs are located within the festival grounds, the individual will be instructed to leave
- Drugs are NOT to be confiscated by Security volunteers. **No one will work/volunteer while under the influence of any medication impacting state of mind, alcohol, cannabis, or illegal drugs**

MISCELLANEOUS

- Pets are not allowed on the festival grounds/in the campground.
Note: This does not include registered service animals.
- Bikes are not allowed on festival grounds but are acceptable on the road.
- Bikes are NOT the responsibility of the volunteers at the front gate.
- Any bikes left at the front gate are done so at the owner's risk.
- Children 12 and under must be accompanied by an adult, aged 19 or older, at ALL times.

LOST CHILDREN

- Bring lost children to the First Aid station
- First Aid volunteers will notify Security
- Information will be collected (similar to information obtained about missing children – see below) and handled the same way.

MISSING CHILDREN

- If a child is reported missing, Security volunteers shall immediately obtain the child's name, age, physical description, clothing description, and where and when the children was last seen.

- Security volunteers will then immediately notify all radio holders of the situation and provide the details and description.
- The stage host of each stage will ensure the child's description (not name) is broadcast over the sound system.
- Gate volunteers will not allow anyone to leave the festival grounds during this time – they will be notified with this instruction by the Security Coordinator
- **Team A** Security will immediately check waterfront area.
- **Team B** Security will immediately check the campground.
- **Team C** Security will immediately rove the festival grounds.
- **If within 15 minutes, the child has not been located, the Security Coordinator will notify the OPP.**
- The Security volunteer who took the original report will take the parents to the First Aid station to meet the OPP.

PETS (CAMPGROUND) (BD 2018-5)

Liabilities, safety, and security prevent campers from bringing pets. If possible, LFTR will provide Information about local kennels on our website/ social media.

Safety and Security (from the SAFETY & SECURITY MANUAL – 2023)

This section contains a number of policies and procedures that all volunteers should be aware of. All volunteers will receive the most up-to-date version of the Manual prior to the Festival.

EMERGENCY NUMBERS

On Site First Aid/Lost & Found Centre: radio contact

OPP/Fire/Ambulance: 911

OPP Non-Emergency Line:
1-888-310-1122

The Live from the Rock Folk Festival wants to ensure the safety of all people involved in the event – the volunteers, the performers, the vendors and all participants and spectators. It is the responsibility of everyone involved in the festival to conduct themselves in a manner that will not endanger themselves, volunteers, performers, participants or spectators.

It is the responsibility of the organizers and volunteers to conduct themselves in a manner, while working, that enhances and maximizes safety by following the guidelines set out in this manual.

It is the responsibility of the organizers and volunteers to report to the Security Coordinator or Volunteer Coordinator any potentially unsafe condition or unsafe act they see at the festival.

It is the responsibility of the organizers and volunteers to know and understand the safety guidelines, which apply to the work they are performing. **No one will work/volunteer while under the influence of any medication, alcohol or illegal drugs.**

SECURITY LOCATIONS:

Gates

Main Gate at all times

Campground gate(s) at all times (these two gates will lead from the campground to the festival grounds)

Security will assist with the searching of bags, looking for glass containers, alcohol, illegal drugs and video cameras, controlling access to areas of the festival grounds identified by corresponding bracelet colours. Instructions will be provided on paying participants, boaters, vendors, musicians, etc.

SMOKING/VAPING (FESTIVAL PROGRAM)

We are a smoke-free festival. Please leave the festival grounds to smoke or vape. Smoking and vaping is permitted in the campground, but please respect your neighbours and the environment.

UNWANTED PERSONS

- An unwanted person could be many things (i.e. fence jumper/no bracelet, disruptive, intoxicated, in possession of illegal drugs, carrying open alcohol, rule breaker who will not do as directed).
- Security volunteers should make clear the request (i.e. dispose of alcohol, video equipment, cease disruptive behaviour, etc.) to the unwanted person.
- If the individual fails to comply with the request, the unwanted person should be told politely to leave the area.
- If the person refuses to leave the festival grounds, Security volunteers will tell them that they are trespassing and if they do not leave the OPP will be contacted.

- If the person continues to refuse to leave, Security volunteers will monitor the person's location and arrange for the OPP to be called.
- A minimum of TWO (2) Security volunteers will be present when dealing with unwanted persons.
- Security volunteers are NEVER to attempt to remove a person physically from the festival grounds.

VIDEO EQUIPMENT

- This equipment is not allowed on the festival grounds.
- Individuals with video equipment will be asked to return the equipment to their campsite or vehicle.

MEMBERSHIP (VOLUNTEER) LIST USE (BD APPROVED 2022-5)

- The LFTR Membership List is not shared with other agencies and organizations, unless permission is given.
- The LFTR Membership List is accessible to LFTR Directors while in office.
- All or parts of the Membership List may be shared with LFTR Festival and other event Coordinators, and volunteers/members if it is relevant to their Society and Festival work.
- The Membership List and individual member's identities and contact information are not shared with other members unless permission is given by the member or it is needed for LFTR work.
- The names of Members who are LFTR Directors or Coordinators are public. LFTR Directors and Coordinators are encouraged to use LFTR specific email (see email policies and procedures). LFTR specific email addresses are made public.

- The Membership List is maintained by the Membership Director lftmembership2@gmail.com who is responsible for sharing this policy information with new members and having the policy readily accessible to all members at https://drive.google.com/drive/folders/1wLI_sC1jz5ICycIvtsutnJSvwpnDM2Fb?usp=sharing

SCHEDULING VOLUNTEERS

(Checking on this is the responsibility of the Coordinator who is scheduling the volunteer and may not necessarily be done by the Volunteer Coordinator)

- Security volunteers must be 19+. On rare occasions, the Security Coordinator may vet and accept a slightly younger volunteer. Any security volunteers who are less than 19 years of age must work with an adult partner.
- Pub servers must be selected in accordance with Ontario legislation and the conditions of the liquor licence.
- Youth volunteers must be attending high school in the year of the Festival. Careful attention is given to scheduling with safety, security and mentoring in mind.
- Efforts should be made to schedule so that there is sufficient time to enjoy Festival programming.

ARTISTIC

PURPOSE OF THE TEAM

To provide artistic direction for Live From The Rock Music Festival.

To arrange for musicians, plan programming, and operate within the festival budget.

ROLE DESCRIPTIONS

Artistic Director	15
Artists Meals coordinator	17
Artists/KinAccommodations Coordinator	19
Artists Shuttle Coordinator	21
Green Room Coordinator	23

ARTISTIC DIRECTOR

Overview: The Artistic Director plays a pivotal role in shaping the creative identity of the Live from the Rock Folk Festival. They are responsible for curating a lineup of artists and performances that engages festival attendees, aligns with the objectives of the Live from the Rock Blues & Folk Society, as well as funding agency goals, and reflects industry standards of equity, diversity, inclusion, and artistic excellence.

The Artistic Director will work closely with the festival leadership team, in particular other members of the Finance Committee, the Artists Meals Coordinator, Green Room and Shuttle Coordinators as well as the Technical Director and Site Coordinators to ensure the efficient production of the festival while maintaining its unique, welcoming, and family-friendly atmosphere.

YEAR-ROUND ACTIVITIES

1. Attend showcasing conferences and events to stay up to date on emerging trends in the music industry, review and assess artistic performances and engage with other industry professionals.
2. Cultivate strong relationships with artists, agents, and management teams.
3. Work cooperatively with the Festival Organizing Team.
4. Participate in webinars and workshops to stay informed about funding developments and trends related to financial support for the arts.

PRE-FESTIVAL PREPARATION

Sept./Oct.	<ol style="list-style-type: none">1. Generate a matrix for crafting a compelling and balanced Artistic Program.2. As part of the Finance Committee, finalize expenses and revenues from the previous festival and develop options for the next festival's working budget.
Oct./Nov./ Dec./Jan.	<ol style="list-style-type: none">1. Work with the leadership team to update timelines, planning documents, and grant applications.2. Update the Performer Application form for inclusion on the website.3. Begin negotiations with artists in demand.4. Regularly review and assess online applications.
Jan./Feb./ March	<ol style="list-style-type: none">1. Negotiate fair and mutually beneficial contracts with performers and/or agents.2. Collect and pass on travel, kin, accommodation, and hospitality information to respective Coordinators.

April/May	<ol style="list-style-type: none"> 1. Collect artists' promotional materials for distribution to relevant Coordinators. 2. Develop a balanced and engaging schedule, taking into account the event flow and audience experience. 3. Provide schedules to the Technical Director and Communications Director for appropriate distribution. 4. Relay all technical requirements to the Technical Director. 5. Recruit participants for the Welcoming and Closing Ceremonies.
June/July	<ol style="list-style-type: none"> 1. Send final confirmation documents to all artists. 2. Confirm schedules for Welcoming and Closing Ceremonies. 3. Forward necessary information to the Accreditation Coordinator and payment details to the Treasurer.

Festival Set Up	Assist as needed.
During the Festival	<ol style="list-style-type: none"> 1. Meet and welcome performers. 2. Promptly deal with any issues related to performers, such as travel delays, lost instruments, accommodation matters, etc. 3. Communicate changes in personnel or schedule to the Technical Director and/or Stage Managers. 4. Organize the Welcoming and Closing Ceremonies participants. 5. Engage audience members in providing feedback.
End of Festival	Assist as needed.
Post- Festival	<ol style="list-style-type: none"> 1. Prepare and present a Festival Report for the LFTR Blues & Folk Society Annual General Meeting. 2. As part of the Finance Committee, assist in finalizing expenses and revenues.

OTHER

It is important that the Artistic Director understand and be able to articulate the important, positive role music and the arts can play in lives of individuals and society: allowing for personal expression; creating a sense of community; providing opportunities for cultural learning and exchange; breaking down barriers; supporting mental health and physical well-being; providing respite; challenging assumptions and making space for fun.

RESOURCES

1. A reasonable artistic budget that reflects the demands of Artistic fees, rising hospitality costs and increased accommodation expenses.
2. Financial support for attending industry events.

The Documents to help you organize are found in the [2024 Artistic Direction supplemental resources folder on the Gdrive.](#)

ARTISTS MEALS COORDINATOR

Overview: Together with the Artistic Director, Accommodations Coordinator, and Green Room Coordinator, the Artists Meals Coordinator plays an important role in ensuring artists performing at Live from the Rock Folk Festival feel welcome, are comfortable, and have an overall enjoyable experience.

They are responsible for researching and managing all aspects of performer hospitality including meals, greenroom, and water backstage. They will collaborate with suppliers, vendors and other volunteers to ensure performers receive the best hospitality possible.

PRE-FESTIVAL PREPARATION

March/ April	<ol style="list-style-type: none">1. Review the methods of delivering hospitality from previous festivals.2. Revise or formulate a plan for providing a minimum of 7 meals over the Festival weekend – lunch on Friday to lunch on Sunday – that includes options for performers with food allergies/health issues and specific lifestyle choices – vegetarian, vegan, etc.3. Provide the Artistic Director with details about the provision of all meals for inclusion in Performers’ Information packages.4. Develop contingency plans for situations that could affect the provision of meals.
May/ June/ July	<ol style="list-style-type: none">1. Take an inventory of Hospitality supplies and determine what, if anything, is needed.2. Work with the Sponsorship Coordinator and the Greenroom Coordinator to find cost efficient solutions for the acquisition of all necessary supplies – donations from farmers, in-kind contributions from sponsors and purchases from local businesses, within the approved Hospitality budget.3. If using a voucher system:<ol style="list-style-type: none">a. work with the Food Vendor Coordinator to ensure all Food Vendors involved understand the process and that there is a variety of options for performers with dietary restrictions.b. create vouchers for all performers based on the number of meals for which they will be on site.c. provide vouchers and a distribution list to the Accreditation Coordinator for inclusion with performers’ credentials.4. If the plan includes the provision of breakfast by LFTR,<ol style="list-style-type: none">a. work with the Site Coordinator(s) to determine the location of breakfast service. It is helpful if this location has a fridge and storage space - ex. The Fish & Game Club.b. work with the Volunteer Coordinator to find, and schedule volunteers to oversee breakfast services each morning. Provide orientation on volunteer duties.

Festival Set Up	<ol style="list-style-type: none"> 1. If the plan includes the provision of breakfast by LFTR <ol style="list-style-type: none"> a. Purchase all further supplies needed such as fresh fruit and dairy products. b. Set up the location of breakfast service.
During Festival	<ol style="list-style-type: none"> 1. Check in with volunteers to see if there are any problems or if additional supplies are required. 2. Collaborate with the Artistic Director to deal with any issues related to performers' meals. 3. Help to ensure all artists have a positive experience at the Festival.
End of Festival	<ol style="list-style-type: none"> 1. Gather feedback from performers and volunteers – what worked/what could use some improvement. 2. Pack up leftover: <ol style="list-style-type: none"> a. supplies and utensils then put into storage. b. food stuffs and deliver, or arrange for delivery, to a foodbank or shelter. 3. Thoroughly clean the breakfast service location including any tables, appliances, equipment, and storage facilities used.
Post-Festival	<ol style="list-style-type: none"> 1. Prepare a final report on meals for performers, with recommendations for the next festival. Be sure to include suggestions for improvement as well as highlights of successes. 2. Ensure all receipts and/or invoices are submitted to the Artistic Director for inclusion in Artistic Programming expenses and submission to the LFTR Blues & Folk Society's Treasurer for reimbursement or payment.

OTHER

It is important that the Artist Meals Coordinator be able to work independently as well as within a small group. They will need strong organizational, interpersonal and communication skills as well as the ability to multitask, respond under pressure and adapt to changing situations.

RESOURCES

1. Access to the previous year's plan for providing performers' meals.
2. A reasonable budget.

The Documents to help you organize are found in the [2024 Artistic - Meals supplemental resources folder on the Gdrive.](#)

ARTISTS/KIN ACCOMMODATIONS COORDINATOR

Overview: Together with the Artistic Director and the Artist Meals Coordinator, the Accommodations Coordinator plays an important role in ensuring artists performing at Live from the Rock Folk Festival feel welcome, are comfortable, and have an overall enjoyable experience.

They are responsible for researching and managing all aspects of performer accommodations, acting as a liaison with providers of accommodations and for coordinating schedules.

RESPONSIBILITIES PRE-FESTIVAL PREPARATION

<p>March/ April</p>	<ol style="list-style-type: none"> 1. Connect with former billets to see if they are able to host again. 2. Recruit new billets in Red Rock, if possible. 3. Create and maintain records for all billets including available facilities and accommodations offered. 4. Research other options of providing accommodations for performers. 5. Work within the assigned budget for accommodations. 6. Develop contingency plans for situations that could affect accommodations such as: <ol style="list-style-type: none"> a. extreme weather and camping accommodations. b. road construction and commuting performers.
<p>May/ June/ July</p>	<ol style="list-style-type: none"> 1. Contact Lakehead University Conference Services to arrange apartment units if there are not enough billets or other options for accommodations available in Red Rock. 2. Contact Lakehead University Outdoor Recreation and Tourism Department to arrange for any camping gear rentals required to outfit performers. 3. Track expenses, negotiate contracts and find cost-effective solutions to accommodation requirements without compromising Festival standards. 4. In collaboration with the Artistic Director coordinate schedules, logistics, rentals, etc. to prevent conflicts and delays. 5. Develop and maintain positive relationships with all providers. 6. Collaborate with the Campground Coordinator(s) regarding performer camping locations.

Festival Set Up	<ol style="list-style-type: none"> 1. In collaboration with other Festival Coordinators, arrange for the pickup of camping gear from L.U. Dept. of Outdoor Rec. and Tourism. 2. Liaise with the Accreditation Coordinator to pass along camping gear as needed. 3. Set up camping gear as required for late arrivers. 4. Work with other providers to ensure all accommodations are ready.
During Festival	<ol style="list-style-type: none"> 1. Act as the main point of contact for artists, regarding accommodations, to ensure artists have a positive experience throughout the festival. 2. Collaborate with the Artistic Director to deal with any issues related to performer accommodations. 3. Provide support and solutions in the event of emergencies or last-minute changes.
End of Festival	<ol style="list-style-type: none"> 1. Dismantle and pack any camping gear left standing by performers. 2. Ensure all rented camping gear is collected and assembled in one location. 3. In collaboration with other Festival Coordinators, arrange for the return of camping gear to L.U. Dept. of Outdoor Rec. and Tourism.
Post-Festival	<ol style="list-style-type: none"> 1. Prepare a final report on accommodations for performers, with recommendations for the next festival. Be sure to include suggestions for improvement as well as highlights of successes. 2. Ensure all receipts and/or invoices are submitted to the Artistic Director for inclusion in Artistic Programming expenses and submission to the LFTR Blues & Folk Society’s Treasurer for reimbursement or payment.

OTHER

It is important that the Artists/Kin Accommodations Coordinator be able to work independently as well as within a small group. They will need strong organizational, interpersonal and communication skills as well as the ability to multitask, respond under pressure and adapt to changing situations.

RESOURCES

1. Contact information for previous billets, providers of camping gear and alternative accommodations.
2. A reasonable budget.

The Documents to help you organize are found in the [2024 Artistic - Accommodation supplemental resources folder on the Gdrive.](#)

ARTISTS SHUTTLE COORDINATOR

Overview: The Shuttle Coordinator is responsible for assuring that performers and gear are brought to and from the Festival Site in time for their performances.

Prior to the Festival, the Shuttle Coordinator will work with the Festival Team to ensure there is an adequate vehicle(s) for shuttling, sufficient responsible drivers to make the runs, and a fueling protocol (gas cards or a pay system). During the Festival, the Coordinator will ensure that runs are being made and that any last minute schedule changes (delayed flights usually) are accommodated. After the festival, receipts are submitted (for reimbursement or record-keeping), vehicles are checked and returned if necessary in good condition, and a report is made to guide future operations.

In 2023, shuttle services were contracted. In 2022, there were 4 shuttle runs handled by patrons who volunteered with their own vehicles. In 2019 there were 11 runs and the Coordinator felt that 2 vans and 3 drivers were required. In other words, preparing using an “if we need it/you” approach may be most helpful.

The Shuttle Coordinator works in close contact and communicates frequently with the Artistic Director lfrartistic@gmail.com to ensure that up-to-date information is communicated to artists and drivers.

PRE-FESTIVAL PREPARATION

<p>Late May/ Early June</p>	<ul style="list-style-type: none">• Arrange for vehicles and drivers using the “be available if needed approach” for Thursday through Monday morning of the Festival weekend. You may find your own drivers and vehicles or the Volunteer Coordinator lfrfestivalvolunteer@gmail.com will provide you with names of people who indicated they wanted to drive shuttles (some of these folks may agree that they want to use their own vehicles). Be sure to let them know that they will be reimbursed for gas (or get a gas card) and need to keep receipts and record runs.• Communicate any potential vehicle shortages to lfrfestivalvolunteer@gmail.com. Communicate with the Sponsorship Coordinator lfrfestivalsponsorship@gmail.com to see if a van(s) and/or gas cards have been donated for use. There may be a possibility that a Seniors Club is willing to volunteer a van and drivers. The Festival Team will let you know, and if so you will be provided with a contact to arrange a system with them.
--	---

June/July	<ul style="list-style-type: none"> • Ensure that you have shuttle requirements from the Artistic Director lfrartistic@gmail.com. Check regularly to see if these have been changed. • Check with Site Coordinator for a suitable on-site parking location for the Shuttle. Communicate this to the Artistic Director lfrartistic@gmail.com. • Make sure all your volunteers have received any orientation documents that the Festival team has sent out to date.
August	<ul style="list-style-type: none"> • Schedule vehicles and drivers to meet the pick-up and drop-off requirements. Provide them with any additional orientation they may need to do their job. • Make sure there are Festival Shuttle Signs prepared for each vehicle to display in their front window. • If using a donated vehicle, do a visual inspection and note any prior damage indications.
During Festival	<ul style="list-style-type: none"> • Be accessible by phone, radio or in person to deal with scheduling changes, or any other issues that come up.
Post-Festival	<ul style="list-style-type: none"> • Ensure receipts are submitted (for reimbursement or record-keeping, vehicles are checked and returned if necessary in good condition. • Prepare a short report to guide future operations and send it to lfrfestivalvolunteer@gmail.com.

RESOURCES

The Documents to help you organize are found in the [2024 Artistic - Shuttles supplemental resources folder on the Gdrive](#).

GREEN ROOM COORDINATOR

Overview: The Green Room Coordinator organizes 2 – 3 volunteers to provide food, beverages and treats for musicians over the weekend in the Green Room tent.

The work includes:

- Helping to prepare food and stocking the fridge
- Maintaining coffee machine several times during the weekend
- Monitoring supplies and cleaning outhouse when required.

Volunteers do their business quietly as musicians are often preparing for their performances, writing music, or interacting with other musicians. Food and beverages are for musicians and mainstage technicians only. Volunteers for instrument lock up have access to coffee and water only.

RESPONSIBILITIES PRE-FESTIVAL PREPARATION

Pre-Festival Prep	<p>Although the menu is the same every year, the musicians change. It seems to cover everyone from vegetarians to hungry young men with only minor adjustments to suit each year. It stays within our two-plug allotment: 1 coffeemaker, 1 fridge. No water cooler or crock pot. There is very little waste and it is relatively inexpensive.</p> <ul style="list-style-type: none">• Take inventory of supplies to see what is needed• Consult the Hospitality-Meals Coordinator to see if they have supplies they can give you, such as paper plates, utensils, napkins• Work with the Sponsorship Coordinator and the Artists Meals Coordinator to find cost-efficient solutions for the acquisition of all necessary supplies – donations from farmers, in-kind contributions from sponsors and purchases from local businesses• Work within the approved Hospitality budget• Create signs to let the musicians know what is in the sandwiches – onion, green relish, mustard, etc. and in containers – nuts for example – as some people do have allergies.
--------------------------	--

**Thursday
Evening
Green
Room
Setup in
the Tent**

1 Fridge inside the tent (level fridge) place fridge on a piece of plywood so it's not resting on the grass. Clean inside and outside the fridge before using. NOTE: Fridge should be on its own power extension cord from the main electric breaker panel. They do not share the same extension cord due to the wattage each item utilizes – blow the breaker if placed on the same extension.

1 Coffee Maker

1 6-foot folding table (for coffee machine and treats – to be set up beside the fridge)

3 8-foot folding tables

18 Chairs for musicians.
The set-up crew provides tables and chairs. Use a bucket of water to wipe down chairs and tables.

1 5 gallon water jug for filling up the coffee machine, and for drinking. Place on the table

1 Regular garbage can with green garbage bags and 1 Recycling container with clear recycling bags. All provided by the Festival Set Up Crew or the Environment Team

1 Extra garbage can

1 Long mirror – hook mirror on tent rope for musicians – special mirror created by Janice Nickerson

1 Clock – hang up outside the tent for musicians to keep track of time

1 Dolly to transport 5-gallon water jug that we fill up at the Park's water tap

1 Broom

1 Cot so they can stretch out flat

Main Stage: Water for backstage should be supplied by Site. If Green Room can provide 2 packages of dixie cups, great.

Outhouse:

1 lamp to be placed in outhouse – replacement batteries

1 tin pie plate to place under backup or extra roll of toilet paper

- Sweep all walls and ceiling in the outhouse to remove spiders
- Label men/women. Label “Women” on the right side (if facing the wall behind the seats) – toilet seat is not level and slants down from right to left. Label “Men” on the left side
- Place toilet paper rolls in dispenser – place 2 extra rolls of toilet paper on a pie plate between the seats. Get enough toilet paper supply for the weekend (6 rolls) and store with supplies – get toilet paper from the Environment Team – the group that takes care of the grounds, portable toilets and garbage cans
- Disposable gloves are kept in the kit for outhouse cleaning
- The musicians use the outhouse as a changing room

- Collaborate with the Artistic Director to deal with any issues related to the Green Room
- On the table: coffee pot, coffee, coffee filters, sugar, coffee mate, small plates, small candy containers, napkins, stir sticks, forks and spoons
- Lantern – 4 D batteries – gets 60 hours low, 25 hours high. Hang lantern inside the outhouse on the hook. Turn on before dark and leave on all night both Friday and Saturday.
- Garbage: Put garbage next to the bin behind main stage for pick up.

Stocking the Green Room Schedule – Sandwich Batches – also more detailed Schedule in the Green Room Plan in the supplemental resources folder on the Gdrive

Food scheduled to be in the fridge by:

Friday	1:00 p.m. 2 loaves
	5:00 p.m. 3 loaves

Saturday	Noon 3 loaves
	5:00 p.m. 4 loaves

Sunday	Noon 5 Loaves
--------	---------------

Fruits, Veg Trays, and Treats for 12:00 p.m. each day.

Note: Monitor the Green Room throughout the day and keep coffee on. Keep fruit, beverages, veggies and sandwiches stocked. Clean the outhouse throughout the day as well.

**During
the
Festival**

<p>End of the Festival</p>	<ul style="list-style-type: none"> • Clean up the site • Remove fridge • Hand out extra food to workers on the Sunday Tear Down Crew – food usually disappears quickly. They eat the leftovers but don't stop to eat until all the sound equipment is packed. • Gather needed toilet paper & garbage bags for kit to start next year. • Store lantern with batteries out and replace every 2 years.
<p>Post Festival</p>	<p>Prepare a final report on how things went, with recommendations for the next festival. Be sure to include suggestions for improvement as well as highlights of successes. Also make note of what is needed for next year. To make it easy to get back in business again next year.</p> <p>Ensure all receipts and/or invoices are submitted to the Artistic Director for inclusion in Artistic Programming expenses and submission to the LFTR Blues and Folk Society's Treasurer for reimbursement or payment.</p>

OTHER

It is important that the Green Room Coordinator be able to work independently as well as within a small group. They will need strong organizational skills as well as the ability to multi-task, respond under pressure and adapt to changing situations.

RESOURCES

Access to the previous year's Green Room plan: Grocery List, Sandwich Making Instructions and Detailed Daily Work Breakdown

The Documents to help you organize are found in the [2024 Artistic - Green Room supplemental resources folder on the Gdrive.](#)

COMMUNICATIONS

PURPOSE OF THE TEAM

To make the public aware of the unique musical and cultural phenomenon of LFTR.

ROLE DESCRIPTIONS

Communications & Marketing Manager	28
Digital & Print Design Coordinator	32
Festival Program Book Coordinator	33
On-Site Photography Coordinator	35
Social Media Coordinator	36
Website Coordinator	39

COMMUNICATIONS & MARKETING MANAGER

Overview: The Communications and Marketing Manager (CMM) is responsible throughout the year for planning and oversight of public communications and marketing initiatives of the Live from the Rock Blues and Folk Society, and advising the Board and Managers on any regulations related to communications. The CMM is a member of the Festival Planning Team. The CMM supports (through liaison and collaboration) the work of the Social Media Coordinator(s), Website Coordinator, Digital and Print Design Coordinator and Festival Program Book Coordinator. The CMM has direct responsibility for maintaining a media list and relations; and arranging for advertising, news releases and radio and television coverage of events and initiatives. These tasks can be shared.

A basic framework/plan for communications and marketing is outlined in the LFTR Festival Key Activity Timeline; and there are a number of marketing traditions that are undertaken each year. In addition to the coordinators noted above, the CMM works closely with Directors and other Managers to assure messages align while still being unique to audience and context; work is not duplicated; and marketing documents are accessible (g-drive, CANVA etc.).

The Communications and Marketing Manager should have a reasonable understanding of digital and print media, and relevant legislation; and be comfortable working with basic media technology and messaging. They should be able to communicate and collaborate effectively and be well organized.

RESPONSIBILITIES ONGOING

- analysis and oversight of communications and marketing needs
- oversight of Communications Team
- reporting to Board (usually monthly)
- ensure regular posting to Facebook, Instagram, Tic Tok etc. is done by the Social Media Coordinator
- take advantage of any marketing opportunities that become available
- build and maintain community through communications

Sept./Oct.	<ul style="list-style-type: none">• Ensure Website Coordinator has updated Website with new Festival Dates and other information• With Sponsorship Manager, ensure that Sponsors and the Township are thanked on all platforms
-------------------	---

<p>Oct.</p>	<ul style="list-style-type: none"> • Review sales and attendance data • With Communications Team, revise Marketing Plan and present to Board and Managers by November Board Meeting • Contribute to the review of the <u>LFTR Festival Key Activity Timeline</u> which is also presented at the November Board Meeting. The Marketing Plan and festival Timeline are closely related.
<p>Nov.</p>	<ul style="list-style-type: none"> • Ensure the Comms team has advertised the opening of Performer Applications (open Nov. 1) and online links are available. • Ensure the Comms team has advertised the opening of Volunteer Applications and on-line links are available. Applications are open year-round, though the new year's application link is open on Nov. 15. • Ensure the Comms team has advertised the opening of Sponsorship Applications and on-line links are available (open Nov. 15). This highlighting of sponsorship may be delayed until after Performer Applications are closed (Jan. 31st) to avoid clutter. Confirm this with Artistic Director and Partners & Sponsors Manager. • Ensure that the Website Coordinator has updated and posted the background content required for these applications.
<p>Jan./Feb.</p>	<p>In collaboration with the Website Coordinator:</p> <ul style="list-style-type: none"> • Plan, initiate and advertise Slogan Contest. Slogan Contest opens Feb 1 • Feb. 28: Announce winning slogan and begin marketing based on this. • Provide winning slogan to Print Media Coordinator for the design of the Festival Logo, and subsequent designs for merchandise and volunteer T-shirts
<p>March</p>	<ul style="list-style-type: none"> • Ensure that the Digital and Print Design Coordinator has prepared all necessary logo designs by March 21st . These can be prepared using photo-shop or CANVA (and the 2024 logo should be readily accessible on CANVA). T-shirt logos and information need to be prepared as a vector file, or at the very least as a high resolution jpeg file. • (or earlier) Check with the Sponsorship and Partnership Manager (SPM) to ensure that promotional sponsorships have been secured. The CMM can work year round with SPM to secure these (ex. Dougall Media, The Walleye, The Source). • Support the Volunteer and Accreditation Program Manager (VAPM) with targeted recruitment efforts.

<p>April</p>	<ul style="list-style-type: none"> • Ensure Communications Team is supporting VAPM for Recruitment Push using all media (website, socials, news releases): National Volunteer Week April 21-24, 2024 (see their website for helpful resources and themes). • Assist Box Office Coordinator and Sales Manager with the promotion of new ticket pricing initiative and on-line information preparation. On-line ticket links need to be activated on the website and socials on May 1st. • Collaborate with the Artistic Director on the announcement of the Performer Lineup.
<p>May</p>	<ul style="list-style-type: none"> • May 1st: Ensure that the Comms Team has activated all on-line ticket links, and accurate information is easily accessible. • May 3rd : Ensure that the Comms Team has announced the entire Festival Lineup. Teasers may be announced earlier (liaise with AD on this). • Ensure that the Digital and Print Design Coordinator is working on Poster Design • Ensure that the Festival Program Book Coordinator has reviewed design of Festival Program Book (on Canva) and is beginning updates. • May 29th Deadline: Sponsors finalized for poster (by Sponsorship Coordinator) and poster finalized. • Ensure poster is brought to printer for printing.
<p>June</p>	<ul style="list-style-type: none"> • June 5-9: Distribute posters. There is a network of volunteers who do this for the region. • Ensure Digital and Print Design Coordinator has prepared 1/2 page Festival ad for Walleye festivals July edition (full line up, advance ticket prices, sponsors, etc). • June 15th deadline: Submit Walleye ½ page ad. • Ensure that the Festival Program Book Coordinator has ALL descriptions/lists to include in the Festival Program including Raffles, Food Vendors, Artisans, Performers, Alternative Prog, Etiquette, Map, Pub, Sponsorships, Partnerships, Performers (likely has already). The deadline for this information is June 30 (or earlier). • Attend monthly Coordinator/Manager ZOOM meetings
<p>July</p>	<ul style="list-style-type: none"> • FESTIVAL MARKETING PUSH: Socials, web, email, media, membership exs. 'Did You Know' type posts about what makes our festival so great, CFNO Radio ads, Superior morning Ticket Tuesday, Around Town • Invite media representatives to the Festival. Provide their names to Accreditation.

August	<ul style="list-style-type: none"> • Ensure Final Push Communication: Socials – August Content could include a reminder to get your tickets now, what to bring, etc. • Ensure announcement in The Walleye - Top 5 - The Walleye Aug. issue
Week Before Festival	<ul style="list-style-type: none"> • Confirm media attendance. • Confirm photographers with On-Site Photography Coordinator.
During the Festival	<ul style="list-style-type: none"> • Work with other members of the Comm team to inform the public of events over the Festival weekend. • Meet with the visiting media on site or electronically.
End of the Festival	<ul style="list-style-type: none"> • Work with other members of the Comm team promote the success of the Festival and advertise dates for the next Festival
Post-Festival September	<ul style="list-style-type: none"> • Follow up and information sharing for an even better festival next year. • Complete report on communications for debrief. • Complete volunteer survey on festival and your volunteer area. • Collect photos from Festival photographers and make these accessible. • Promote the Appreciation event (may be held anytime throughout the year).

OTHER

Education, training, experience in the field of Marketing would certainly be an asset.

Good communication and interactive skills. Ability to work alone and in a small group. Organized and able to multi-task.

RESOURCES

Access to the previous Festival’s marketing plan and resources such as media contact lists and/or previous sponsorship agreements.

The Documents to help you organize are found in the [2024 Comms Management supplemental resources folder on the Gdrive.](#)

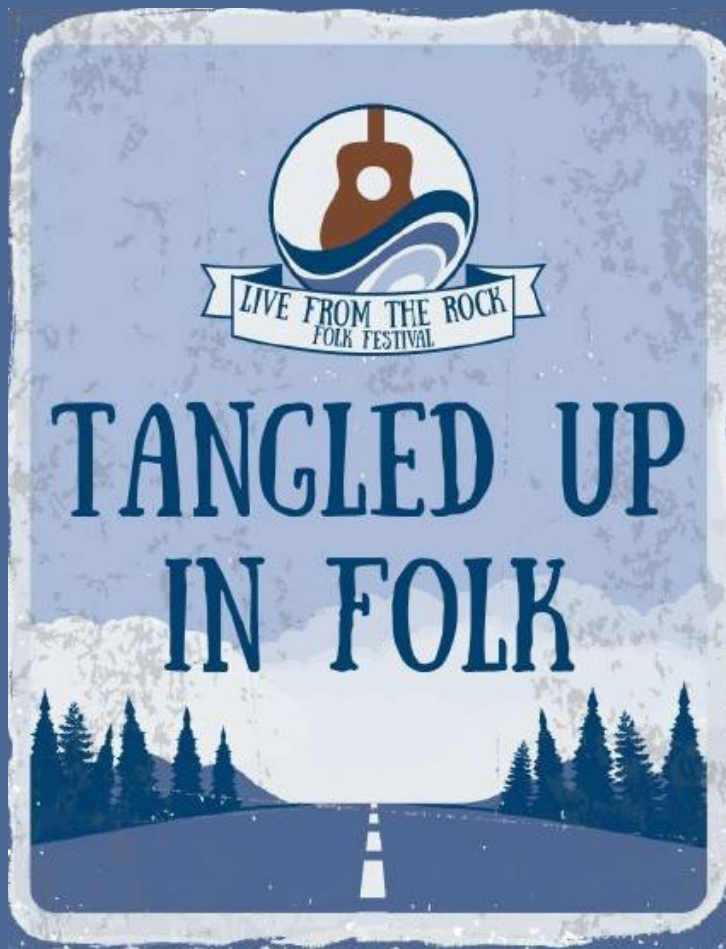
DIGITAL & PRINT DESIGN COORDINATOR

Overview: Once the theme has been determined, the Digital and Print Media Coordinator designs the logo, posters and ads and makes them available in the appropriate digital formats.

See [Festival Key Activity Timeline](#) for timing.

RESOURCES

The Documents to help you organize are found in the [2024 Comms- Dig & Print supplemental resources folder on the Gdrive.](#)



FESTIVAL PROGRAM BOOK COORDINATOR

Overview: The Festival Program Book Coordinator is responsible for curating/managing the content of the festival’s program book ensuring accuracy of information, consistent formatting, and branding. The Festival Program Coordinator will also oversee the printing of the festival program book.

RESPONSIBILITIES PRE-FESTIVAL PREPARATION

May/ June	<ol style="list-style-type: none">1. Review the program from the previous festival to determine what needs to be updated, removed, or added.2. Work with various members of the leadership team to gather accurate and up-to-date information for inclusion in the program book, in particular the Artistic Director regarding performers and schedules, the Food Vendor and Artisan Coordinators regarding participants in these areas, the Site Coordinator(s) regarding changes to site layout, rules or restrictions, the Sponsorship Coordinator to incorporate sponsor advertising and inclusion in sponsor recognition, Partners & Sponsors Manager regarding alternative programming schedules and details, Raffle Coordinator regarding prize packages, and the Volunteer Coordinator regarding festival organizers.3. Work with the Sponsorship Coordinator to find a printing sponsor.4. Work within the Festival Program budget.
June/July	<ol style="list-style-type: none">1. Ensure the program layout aligns with festival branding, is aesthetically pleasing and provides an enjoyable as well as informative reading experience.2. Determine how many copies to print and whether to sell schedule inserts separately. If so, determine how many schedules to print.3. Develop a plan for distributing program books (and schedules) at the festival including strategic locations that ensure maximum visibility and accessibility for attendees.4. Develop a plan for distributing program books (and schedules) to performers, coordinators, and managers.5. Make arrangements with the Printing Sponsor for the timely production of programs (and schedules). Pick up programs in accordance with this. <p>June 30th is the deadline for managers and coordinators to provide information for program inclusion. Much of the information will likely be available earlier. Confer with the Sponsorship Coordinator, as there may be additions up to July 10th.</p>

Festival Set Up	<ol style="list-style-type: none"> 1. Collaborate with other Coordinators for programs to be picked up from the Printing Sponsor and delivered to the festival site. 2. Deliver programs (and schedules) to designated locations, according to distribution plans. 3. Ensure an appropriate number of programs are given to the Technical Director for distribution to Stage Hosts, Stage Managers and Stage Crew.
During the Festival	<ol style="list-style-type: none"> 1. Replenish stock in designated locations as needed. 2. Track the distribution and sale of programs throughout the weekend.
End of the Festival	<ol style="list-style-type: none"> 1. Collect all unsold programs, count, and include in final tracking numbers.
Post-Festival	<ol style="list-style-type: none"> 1. Calculate potential revenue from sales of program books based on tracking. 2. Prepare and submit a report on program sales to the Sales Manager for inclusion in their Report to the LFTR Blues & Folk Society Board of Directors.

OTHER

It is important that the Festival Program Book Coordinator be detail oriented, have excellent writing and editing skills, have basic computer skills and be able to work independently as well as collaborate with others.

RESOURCES

1. Password access to Canva.
2. Copies of previous program books.

The Documents to help you organize are found in the [2024 Comms- Program Book supplemental resources folder on the Gdrive.](#)

ON-SITE PHOTOGRAPHY COORDINATOR

Overview: Some say this is the best job. The role is to: “Get a couple of photographers together for the weekend, roam around the grounds, enjoy the music, have a great time and submit our photos to the festival organization.”

FESTIVAL PERIOD CONNECTIONS

Pre-Festival Preparation	<ol style="list-style-type: none">1. Recruit a total of three photographers, including yourself, to act as photographers for the festival. Select photographers skilled at their craft and capable of photographing musicians and other people in action, in a respectful way.2. Meet with the Communications & Marketing Manager before and during the Festival to discuss any particular photographic needs for celebrating this Festival and preparing for the next one.3. Submit the names of all photographers to the Accreditation Coordinator for creation and distribution of credentials.
During the Festival	<ol style="list-style-type: none">1. Arrange for the photographers to cover different areas of the grounds and the different stages, and to include both the music and the life of the Festival community in the photos.2. There may be some media opportunities that can be captured during the Festival weekend, e.g., social or traditional media early in the Festival to attract increased attendance later in the Festival. If some communications people are doing this type of work, there may be a need to provide images during the Festival.
Post-Festival	<ol style="list-style-type: none">1. Provide all good images to the Communications & Marketing Manager by October.

RESOURCES

The Documents to help you organize are found in the [2024 Comms- Photography supplemental resources folder on the Gdrive.](#)



SOCIAL MEDIA COORDINATOR

Overview: The Social Media Coordinator is a member of the Communications Team, and works closely with all its members, the Communications and Marketing Manager, and the Festival Planning Team.

The Social Media Coordinator is responsible for managing the content of the LFTR Facebook Page, Instagram, YouTube and other social media sites LFTR chooses to utilize. This includes posting regular content as per LFTR Festival Key Activity Timeline, and recognizing opportunities to promote the Festival, its mission and values. The Social Media Coordinator will also deal with general comments on posts and those submitted through Facebook Messenger.

<p>Year-round Activities</p>	<ul style="list-style-type: none"> • Post regular content on LFTR Social Media Platforms • Respond to new opportunities for posts that support the festival’s mission and values • Respond to posts and inquiries submitted through social media platforms or refer these onto the appropriate person – Board Member, Manager or Coordinator. • Ensure links to the LFTR Website and other key platforms are seamless
-------------------------------------	---

PRE-FESTIVAL PREPARATION

<p>Sept./Oct.</p>	<ul style="list-style-type: none"> • Working together with other members of the Communications Team, plan the overall communications and promotional/marketing strategy for the annual LFTR Folk Festival. • Develop a timeline for regular updates to social media platforms. • Working with the leadership team, integrate the above timeline into the overall Festival timeline. • In collaboration with the Sponsorship and Volunteer Coordinators, ensure Festival Sponsors and volunteers are thanked and recognized. • Highlight next Festival’s dates (do earlier if available).
<p>Oct./Nov./Dec./Jan.</p>	<ul style="list-style-type: none"> • Highlight opportunities and post links to detailed information and applications in accordance with the Festival Timeline: Performer applications (Nov. 1 – Jan. 31), Volunteer (Nov. 15 opening), Sponsorship (application open Nov. 15 – highlighted in January). • Ensure with other members of the Communications Team that information has been updated and links work well before promoting these areas.

<p>Jan./Feb./ March</p>	<ul style="list-style-type: none"> • Work with other members of the Communications Team to promote Sponsorship opportunities, and links to information and applications. • Work with other members of the Communications Team to promote Slogan Contest (opens Feb. 1 and closes Feb 28) and celebrate winners and new logo • Work with the Food Vendor Coordinator to determine appropriate advertising of food vendor opportunities and with the Communications Team to ensure access to application and information links. • Work with the Artisans Coordinator to determine appropriate advertising of Artisan opportunities and with the Communications Team to ensure access to application and information links. • Post information and links to forms in accordance with the Festival timeline.
<p>April/May</p>	<p>This is a time period where lots of Festival information and promotion occurs. Information sharing needs to be planned in a staggered way. This will have been addressed in the Timeline and in marketing planning, but will need to be monitored and revised.</p> <ul style="list-style-type: none"> • Work with the Artistic Director to upload information about Performers (lineup announced May 3 with Sneak Peeks continuing.) • Work with the Volunteer and Accreditation Program Manager to promote volunteer opportunities (National Volunteer Week push – April 21-24) • Update information about pricing for Weekend Passes, Day Passes and Camping Passes, and ensure access to ticket links (tickets go on sale May 1).
<p>June/July / to Festival</p>	<ul style="list-style-type: none"> • Work with the Food Vendor Coordinator and the Artisans Coordinator to promote Food Vendors and Artisans (highlight the work of each Vendor and Artisan in accordance with the information they have provided). • Work with the Partnership and Sponsorship Manager to promote alternative programming opportunities. This may be done earlier if information is available. • July promotions and marketing push in all areas, ex. 'Did You Know' type posts about what makes our festival so great, what to bring etc.

Festival Set Up	Assist as needed.
During the Festival	Post regular highlights of things happening at the Festival.
End of/ Post-Festival	<ul style="list-style-type: none"> • Post memories and highlights and build enthusiasm for the next Festival • Post the dates for the next Festival – as soon as determined. • Prepare and present a Report for the LFTR Blues & Folk Society including recommendations for changes, updates, etc.

OTHER

It is important that the Social Media Coordinator have the appropriate technical knowledge and skills to maintain and update LFTR Socials in a timely fashion.

The Social Media Coordinator must be able to work in collaboration with other members of the Communications and Leadership Teams.

RESOURCES

Password and administrative access to the social media accounts, and CANVA.

The Documents to help you organize are found in the [2024 Comms- Social Media supplemental resources folder on the Gdrive](#)

FOLLOW US:



facebook.com/livefromtherockfolkfestival



instagram.com/lftrfolkfest



youtube.com/@livefromtherockfolkfestiva16

WEBSITE COORDINATOR

Overview: The Website Coordinator is responsible for managing the content of the LFTR website. This includes ensuring consistent formatting, presentation, and branding as well as regularly updating of information and ensuring all links are functional. The Website Coordinator will also respond to general inquiries submitted through the General Festival email address and oversee the annual Slogan Contest.

Responsibilities

PRE-FESTIVAL PREPARATION

Year-round Activities	<ol style="list-style-type: none"> 1. Maintain the overall look and branding of the website. 2. Remove, upload and update information, visuals and links as required. 3. Respond to general inquiries or refer emails to the appropriate Board Member, Manager or Coordinator.
Sept./ Oct.	<ol style="list-style-type: none"> 1. Working together with other members of the Communications Team, plan the overall marketing and promotional strategy for the annual LFTR Folk Festival. 2. Develop a timeline for regular updates to the website. 3. Working with the leadership team, integrate the above timeline into the overall Festival timeline.
Oct./ Nov./ Dec./ Jan.	<ol style="list-style-type: none"> 1. Work with the leadership team to update planning documents. 2. Work with the Artistic Director to update the Performer Application form for inclusion on the website. 3. Work with the Volunteer Coordinator to update the Volunteer Application form for inclusion on the website. 4. Post application information and links to forms in accordance with the Festival timeline.
Jan./ Feb./ March	<ol style="list-style-type: none"> 1. Work with the Food Vendors Coordinator to create an online application form. Create an email link for responses to be directed to the Coordinator. 2. Work with the Artisans Coordinator to create an online application form. Create an email link for responses to be directed to the Coordinator. 3. Post application information and links to forms in accordance with the Festival timeline. 4. Oversee the Slogan Contest during the month of February. 5. Work with other members of the Communications Team to promote the Slogan Contest.

April/ May	<ol style="list-style-type: none"> 1. Work with the Artistic Director to upload information about Performers. 2. Work with the Food Vendor Coordinator and the Artisans Coordinator to upload information about Food Vendors and Artisans. 3. Update information about pricing for Weekend Passes, Day Passes, and Camping Passes. 4. Review and update all information on the website.
June/ July	<ol style="list-style-type: none"> 1. Continue to monitor and respond to email inquiries as needed. 2. Review and update information as required. 3. Work with the Artistic Director to post daily schedules for the Festival.
Festival Set up	Assist as needed.
During the Festival	Assist as needed.
End of Festival	Assist as needed.
Post- Festival	<ol style="list-style-type: none"> 1. Take down all outdated pages. 2. Post visuals from the completed Festival. 3. Post the dates for the next Festival – if determined. 4. Prepare and present a Report for the LFTR Blues & Folk Society General Meeting, including recommendations for changes, updates, etc.

OTHER

It is important that the Website Coordinator have the appropriate technical knowledge and skills to maintain and update the website in a timely fashion.

The Website Coordinator must be able to work in collaboration with other members of the Communications and Leadership Teams.

RESOURCES

Password access to the website, general email account, slogan contest email account, festival jotforms and Pixlr accounts.

The Documents to help you organize are found in the [2024 Comms- Website supplemental resources folder on the Gdrive](#)

PARTNERS & SPONSORS

PURPOSE OF THE TEAM

To recruit and retain private sector, non-profit, and government parties to contribute financially and/or in-kind to support the festival.

ROLE DESCRIPTIONS

Partners & Sponsors Program Manager	42
Sponsorship Coordinator	45
Fundraising Raffle Coordinator	47

PARTNERS & SPONSORS PROGRAM MANAGER

Overview: The Partners and Sponsors Manager plays a crucial role in fostering partnerships and expanding the festival’s network. Together with the Sponsorship Coordinator as well as the Fundraising Raffles Coordinator they are also involved in securing funds needed for the festival’s success. They are also responsible for overseeing all alternative programming experiences that complement the core musical event.

RESPONSIBILITIES

<p>Year-round Activities</p>	<ul style="list-style-type: none"> • Cultivate and maintain strong relationships with existing sponsors, donors and partners ensuring their satisfaction, and maximizing their engagement. • Research and develop new sponsorship and partnering opportunities that align with the festival’s values, goals, and audience.
<p>Sept./Oct.</p>	<ul style="list-style-type: none"> • Work with the leadership team to identify opportunities for recruiting sponsors, donors, or partners such as infrastructure needs, support for specific areas of the festival, additional activities that could be offered. • Review and update documentation from previous festivals. • Collaborate with the grant writing team and sponsorship coordinator to find funding to support alternative programming initiatives.
<p>Nov./Dec.</p>	<ul style="list-style-type: none"> • If needed, assist the Sponsorship Coordinator with securing renewed sponsorships. • If needed, assist the Fundraising and Raffles Coordinator with securing donations for prize packages.
<p>Jan./Feb/ March</p>	<ul style="list-style-type: none"> • Review partnerships from previous festivals. Establish renewed partnerships with these organizations. • Identify and approach new partnership opportunities – workshops, recreational adventures, interactive experiences.
<p>April/ May</p>	<ul style="list-style-type: none"> • Collaborate with festival partners and the Marketing Team to develop mutually beneficial promotional opportunities. • Work with the leadership team to integrate alternative programming into the overall festival schedule.

June/ July	<ul style="list-style-type: none"> • Collaborate with the Site Coordinator(s) to establish locations for alternative programming. • Provide descriptions of alternative programming to the Festival Program Book Coordinator. • Provide names of partners attending the festival to the Accreditation Coordinator. • Provide information about alternative programming to the Technical Director for inclusion in the announcement by Stage Hosts.
Festival Set up	<ul style="list-style-type: none"> • Welcome partners on site, provide site information as required and ensure they have everything they need to set up alternative programs.
During the Festival	<ul style="list-style-type: none"> • Act as the primary contact for all alternative programming partners to resolve any issues. • Monitor and evaluate the success of partnerships and alternative programming elements.
End of Festival	<ul style="list-style-type: none"> • Gather feedback from both participants and stakeholders.
Post-Festival	<ul style="list-style-type: none"> • Provide comprehensive reports on the impact and effectiveness of alternative programming initiatives, identifying areas for improvement and future opportunities. • Integrate reports from the Sponsorship Coordinator as well as the Fundraising/Raffle Coordinator into an overall report to the Board of Directors on Partners and Sponsors.

OTHER

It is important that the Partners and Sponsors Manager be a creative thinker who can build and maintain relationships with diverse stakeholders, ensuring the Festival’s appeal to a wide audience.

RESOURCES

- Access to partnership agreements from previous years, including contact information, descriptions of programming provided and benefits.
- Access to previous grant information connected to established partnerships as well as opportunities for additional funding.

The Documents to help you organize are found in the [2024 Partners Management supplemental resources folder on the Gdrive.](#)

Partners – provide programming in exchange for payment and/or promotion.

Sponsors – provide in-kind or monetary contributions to the festival in exchange for publicity/ advertising/promotion.

Potential 2024 Festival Partners

Naturally Superior Adventures - Paddle to the Festival

- pre-festival programming for festival attendees
- shared marketing

Township of Red Rock - Paju Run

- alternative programming for festival attendees on Sat. Aug 10th
- promotion in the Festival Program Book, on the Festival website & social media

SAND Adventures & North Superior Charters - Experience the Bay

- alternative programming Sat. & Sun. Aug. 10th & 11th
- payment through Parks Canada NMCA grant/promotion in the Festival Program Book

Kelly Rooney - Morning Yoga

- alternative programming Sat. & Sun. Aug. 10th & 11th
- 2 complimentary festival & camping passes
- promotion in the Festival Program Book

Parks Canada – Lake Superior Marine Conservation Area

- alternative programming Sat. & Sun. Aug. 10th & 11th
- promotion in the Festival Program Book



SPONSORSHIP COORDINATOR

Overview: The Sponsorship Coordinator plays a crucial role in securing and managing sponsorships to support the festival, ensuring its success and enhancing the overall experience for attendees and sponsors alike. The Sponsorship Coordinator will work closely with the festival leadership team, in particular the Site Coordinator(s), Technical Director and Artistic Director as well as the LFTR Blues & Folk Society Treasurer to ensure appropriate equipment and resources are secured to support the efficient production of the festival.

RESPONSIBILITIES

Year-round	<ul style="list-style-type: none"> • Cultivate and maintain strong relationships with existing sponsors, ensuring their satisfaction, and maximizing their engagement. • Research and develop new sponsorship opportunities that align with the festival’s values, goals, and audience.
Sept./Oct.	<ul style="list-style-type: none"> • Work with the leadership team to identify sponsorship opportunities such as equipment, infrastructure, specific areas of the festival. • Revise all sponsorship documentation – letters, benefit packages, contracts – to align with sponsorship goals.
Oct./ Nov./ Dec./Jan.	<ul style="list-style-type: none"> • Identify and target potential sponsors aligned with the festival's goals and audience. • Develop/revise compelling sponsorship proposals and presentations to showcase the value of partnering with the festival. • Conduct outreach to potential sponsors through various communication channels, including email, phone calls, and in-person meetings.
Jan./Feb/ March	<ul style="list-style-type: none"> • Act as the main point of contact for sponsors, addressing inquiries and providing timely updates on sponsorship-related matters. • Collaborate with sponsors to develop customized activation plans that align with their marketing objectives and enhance their visibility prior to and during the festival. • Negotiate sponsorship agreements, ensuring terms and conditions are favorable for both parties. • Provide the LFTR Blues & Folk Society Treasurer with a continually updated list of expected sponsorship dollars.
April/ May:	<ul style="list-style-type: none"> • Collaborate with the marketing teams to ensure sponsors are included in promotional materials according to benefit levels.

June/ July	<ul style="list-style-type: none"> • Ensure all contractual obligations are met by sponsors and coordinate with the leadership team to fulfill commitments to sponsors. • Ensure the production, delivery and tracking of complimentary tickets for all qualifying sponsors. • Work with the Site Coordinator(s) to establish locations for sponsorship signage and any other on-site sponsorship initiatives. • Provide the Technical Director with all the information Stage Hosts will need for making announcements thanking sponsors. • Provide directions to Volunteers for dealing with Sponsors at the Main Gate.
Festival Set up	<ul style="list-style-type: none"> • Ensure the collection of any sponsorship signage needing to be delivered to the festival site. • Ensure sponsorship signage is properly displayed in accordance with sponsorship agreements and plans made with Site Coordinator(s).
During the Festival	<ul style="list-style-type: none"> • Promptly deal with any issues related to sponsors. • Ensure announcements thanking sponsors are being made from all stages.
End of Festival	<ul style="list-style-type: none"> • Collect any sponsorship signage and ensure it is returned to sponsors.
Post-Festival	<ul style="list-style-type: none"> • Prepare and present a Festival Report for the LFTR Blues & Folk Society General Meeting including suggestions for improvement and acknowledging successes. • Ensure all sponsors are appropriately thanked for their support.

OTHER

It would be helpful if the Sponsorship Coordinator has experience in sponsorship acquisition and management, preferably in the events or music industry.

The Sponsorship Coordinator will need strong negotiation and interpersonal skills, excellent written and verbal communication skills as well as the ability to work under pressure and meet tight deadlines.

RESOURCES

An appropriate budget for soliciting, acknowledging, and thanking all sponsors. The Documents to help you organize are found in the [2024 Partners - Sponsorship supplemental resources folder on the Gdrive](#)

FUNDRAISING RAFFLE COORDINATOR

Overview: Together with the Sponsorship Coordinator, the Fundraising Raffle Coordinator plays an important role in ensuring the success of fundraising raffles before and during the Live from the Rock Folk Festival.

They are responsible for securing donated prizes for raffles, creating and printing tickets, promotion of raffles, sale of tickets, and distribution of prizes. They will collaborate with sponsors/donors, the VAPM and Merchandise Coordinator to secure volunteers during the festival, organize volunteers for the sale of tickets for pre-festival raffles, and coordinate with the marketing/promotion team to promote the raffle sales.

RESPONSIBILITIES

<p>Jan/Feb/ March</p>	<ol style="list-style-type: none"> 1. Review raffle prizes from previous festival and pre-festival raffles. 2. Reach out to sponsors for prize donations. 3. Send sponsor list with prize value to Partners & Sponsors Program Manager 4. Develop raffle prize packages 5. Create, print, and number tickets (with the help of volunteers) 6. Work with the LFTR Blues & Folk Society Treasurer to secure lottery licenses from the Township of Red Rock for Mother’s Day and Father’s Day raffles. 7. Work with the VAPM to secure volunteers for the sale of raffle tickets during the festival
<p>April/ May:</p>	<ol style="list-style-type: none"> 1. Sale of tickets for Mother’s Day raffle through volunteers, and distribute to local venues (Credit Union, Dampier’s Variety, Recreation Centre, Legion) 2. Promote Mother’s Day Raffle 3. Beginning of May promote and sell/distribute tickets for Father’s Day Raffle 4. Draw Mother’s Day raffle the Friday before Mother’s Day 5. Provide winner of Mother’s Day Raffle to Communications team for publication on social media 6. Provide list of prize donors to Communications team for thanking on social media (?) and Sponsorship Coordinator for inclusion on Master List of sponsors & donors 7. Submit completed Lottery License Report for Mother’s Day Raffle to Township of Red Rock 8. Continue to develop prize packages for Festival Draws

<p>June/ July:</p>	<ol style="list-style-type: none"> 1. Sale of Father’s Day raffle tickets 2. Draw Father’s Day winner the Friday before Father’s Day 3. Provide winner of Father’s Day Raffle to Communications team for publication on social media 4. Provide list of prize donors to Communications team for thanking on social media and Sponsorship Coordinator for inclusion on Master List of sponsors & donors 5. Submit completed Lottery Licence Report for Father’s Day Raffle to Township of Red Rock 6. Work with the LFTR Blues & Folk Society Treasurer to secure Batch Lottery License for Festival raffles 7. Continue to develop prize packages for Festival Raffles 8. Promote Festival raffles – tickets only available at Festival 9. Send raffle prize package listings with sponsors to Festival Program Book Coordinator 10. Finalize volunteers and schedules for sale of tickets during Festival with Merchandise Coordinator and VAPM Coordinator
<p>Festival Set up</p>	<ol style="list-style-type: none"> 1. Print and number tickets for Festival Draws (50/50 plus other draws) 2. Confirm ticket sellers during festival (for table in Merchandise Tent and roaming) 3. Print raffle prize package listings with sponsors (for Technical Director to give to Stage Hosts, Merch Tent, Roamers) 4. Coordinate with Treasurer to have a float at the raffle table in the Merch Tent 5. Locate clip boards, pens and aprons for roamers
<p>During the Festival</p>	<ol style="list-style-type: none"> 1. Provide raffle details and sponsors to Technical Director for distribution to Stage Hosts for making announcements during festival 2. Check in with volunteers to see if there are any problems or if additional supplies are required. 3. Ensure tickets are sorted and kept separate as books are completed and returned to the Merchandise Tent 4. Ensure volunteers check in for shifts 5. Announce winners on stage during closing ceremonies on the last day (confirm time and closing ceremony schedule with Artistic Director) 6. Ensure raffle prizes are on display during Merch Tent hours and are secured at the end of each day

End of Festival	<ol style="list-style-type: none"> 1. Gather up all tickets (sorted per draw) 2. Provide winner of Festival Raffles to Communications team for publication on social media (?) 3. Provide list of prize donors to Communications team for thanking on social media (?) and Sponsorship Coordinator for inclusion on Master List of sponsors & donors
Post-Festival	<ol style="list-style-type: none"> 1. Prepare a final report on the results of all raffles with recommendations for the next festival. Be sure to include suggestions for improvement as well as highlights of successes. 2. Submit completed Lottery License Report to Township of Red Rock in collaboration with Treasurer for bank statements

OTHER

It is important that the Fundraising Raffle Coordinator be able to work independently as well as within a small group. They will need strong organizational, interpersonal and communication skills as well as the ability to multitask, respond under pressure and adapt to changing situations.

RESOURCES

1. Access to location of previous year's materials (bins, clipboards, cash box, aprons)
2. Access to the list of previous prize donors.
3. Access to previous year volunteer schedule for Raffles and Merchandise Tent to confirm number of volunteers required and time slots.
4. The Documents to help you organize are found in the [2024 Partners - Raffles supplemental resources folder on the Gdrive](#)

SALCS

PURPOSE OF THE TEAM

To organize and manage all aspects of revenue generation except grants.

ROLE DESCRIPTIONS

Sales Manager	51
Artisans Coordinator	53
Box Office Coordinator	55
Food Vendors Coordinator	57
main gate Coordinator	59
Merchandise Coordinator	64
Music N More Coordinator	69
Pub Coordinator	71

SALES MANAGER

Overview: The Sales Manager is responsible for overseeing the following areas of the festival: Main gate, Music N'More, Artisans, Food Vendor and Festival Pub.

The Sales Manager will work closely with the Treasurer to ensure all policies and procedures relating to their roles are followed.

April	Ensure with the Box Office Coordinator that on-line ticket sales are ready for the May 1st opening date.
June	<ul style="list-style-type: none"> • Communicate with Merchandise Coordinator the budget amount the board has approved for their area and ensure they have all information in order to place an order eg: logo • Ensure Merchandise Coordinator has contacted the Volunteer Coordinator so the volunteer t-shirts are part of the merchandise order • Place the merchandise order by the end of the month • Get a list of Food Vendors and Artisans from the Coordinators and send that information to the treasurer to ensure all money has been received by the end of the month • Ensure that the Food Vendors and Artisan Coordinators sent the list of vendors to the Program Coordinator for festival program by the end of the month • Ensure that the Food Vendors and Artisan Coordinators list is sent to Site Coordinator • Ensure the Main gate coordinator has the numbers of wristbands needed for food vendors, artisans, accreditation, site and volunteers • Ensure that the Main Gate coordinator has wristband colours chosen and ordered by the end of the month.
July	<ul style="list-style-type: none"> • Ensure that Pub Coordinator has applied on-line for the liquor license with the Alcohol and Gaming Commission of Ontario • Ensure that the Pub Coordinator has placed the order for the Festival Pub eg. beer, non-alcoholic beer, coolers, ice

Aug.	<ul style="list-style-type: none"> • Ensure that main gate has the on-line sales information from Box Office Coordinator • Ensure that Site Coordinator, Volunteer Coordinator and Accreditation Coordinator receive the list of wrist band colours chosen for admission to the festival site • Liaison with the treasurer to plan accounting/distribution of money for the festival • Throughout the weekend ensure all coordinators have what they need for their areas
Sept.	Request a report for each area.

RESOURCES

The Documents to help you organize are found in the [2024 Sales - Management supplemental resources folder on the Gdrive](#)

ARTISANS COORDINATOR

ADMINISTRATION

1. Check with [LFTR Festival Key Activity Timeline](#) to see the dates and deadline dates for the application. You may need to share info with other coordinators for them to complete their responsibilities so be aware of deadlines.
2. Update and send Website Coordinator current Artisan Application Form
3. All email correspondence should be issued from _____
4. Keep record of vendor contact information and requirements as they are met (i.e. form received, payment received, etc.)
5. Please read emails from the previous year, everything is kept in folders in the email. Some vendors need to be reminded more than once about deadlines.

CONFIRMING VENDOR LIST

1. Contact artisan vendors from previous year to inquire about attendance for current festival year (previous year's vendors are given first right of refusal)
2. Review incoming artisan vendor applications
3. If spaces are still available, approach local/regional artisan vendors – consideration should be paid to ensuring that a wide variety of choices, and unique offerings are available and of interest to folk festival attendees.

The Artisans Coordinator will implement these policies which have been developed over the life of the Festival.

Artisan Policy and Procedure (Bd 2018 – 4)

CRITERIA AND SELECTION

The Artisan Village will feature Artisans who design and produce their own work.

Live from the Rock Folk Festival does not offer general commercial vendors space. Work made from kits or manufactured will not be allowed.

Our primary basis for selection is the overall originality, aesthetics and quality of work.

Consideration will be made for locally grown Artisans from the Northwestern Ontario area.

All applicants must include a high-quality photograph of their work as well as a brief description of the item and how the item is made.

Live from the Rock Folk Festival has been supported over the years by several Artisans whose products are not original and/or portions of their work are not original. These Artisans will continue to be considered for acceptance into the Artisan Village because of their longstanding commitment to the Festival. A list of those Artisans is available.

*Two sites are reserved for not-for-profit organizations.
(No Fee is required to be paid for these sites)*

Artisans must be 19 years of age, and/or accompanied by an adult at all times.

Applications and payment must be received by _____. Applications will not be accepted after this date.

FEES AND SERVICES:

The fee to participate as an Artisan is _____, payable by cheque or money order to Live from the Rock Folk Festival or by e-transfer to the LFTR Blues & Folk Society Treasurer. Payment must be provided to the Artisan Coordinator or Society Treasurer no later than _____. Once payment is received, a confirmation email will be forwarded to the Artisan to confirm receipt of payment and their attendance. This fee includes a space of approximately 10' wide by 15' deep. Each site is marked and numbered. The Artisan Coordinator will assign a number to each Artisan. Artisan must keep their site in-line with the booth next to them. Each Artisan must do their best not to obstruct the site of the Artisan next to them.

Artisans are permitted to camp in the area directly behind their own site.

The Artisan must provide their own displays, tent, table, chairs, racks, etc. to sell their products. Keep in mind that this is an outdoor event, be prepared for uneven ground, slopes, cool temperatures, rain and wind.

There are no electrical sites and no generators are permitted in the Artisan area.

Artisans can arrive and set up on Friday at 10:00 a.m. There is no set up on Thursday.

RESOURCES

The Documents to help you organize are found in the [2024 Sales - Artisans supplemental resources folder on the Gdrive](#)

BOX OFFICE COORDINATOR

The Box Office Coordinator has two main tasks:

1. To set up and monitor online ticket sales
2. To respond to box office inquiries and ticket access questions

ONLINE TICKET SALES

- Take over ownership of the LFTR Gmail account lftrfestivalboxoffice@gmail.com (change password and personalize auto signature)
 - The email will alert you to all ticket sales which you can save in a folder for that festival year
 - Any customer queries etc will also be received at that email for response
- Work with Festival Coordinator to become familiar with the online ticket system (ticketleap.com) website's functions and capabilities
- Learn from the Artistic Director how to set up ticket sales for the launch in May so that the link can be included on the website. *(This didn't happen in 2023 and I recommend it does to ensure the skills and knowledge are shared to be passed on and so there is back up in the event anything happens to a Coordinator.)* Please see the ticket leap instructions attached and create the same guide for launching the event
- Ensure the Website Coordinator informs you when they have posted the Purchase Tickets button (with link) on the website
- Activate the online Ticketleap site by 7:00 am the day tickets go ON SALE
- Monitor ticket sales by checking Ticketleap and daily check emails, answer customer questions
- Determine with the Festival Sales Manager the deadline for online ticket sales (usually the Wednesday prior to the LFTR Festival weekend at midnight.) This information is also contained in the [LFTR Festival Key Activity Timeline](#)
- A week before the closing on line ticket sales, do a refresher of how to stop sales and run reports on Ticketleap. (See process outline attached)
- Midnight Wednesday prior to the Festival or a time determined by the Sales Manager), close ticket sales and download a PDF of pass holders (ensure only current festival year tickets are included on the list, it's an easy mistake to make in Ticketleap's system), alphabetically (by last name 1st), showing the number and type of pass(es) purchased
- Email PDF to the Main Gate Coordinator immediately so they can print copies for reference beginning Thursday noon when camping opens and for the remainder of the weekend
- Record the number and type of passes purchased online and revenues generated for post festival final box office report (see attached)

ADVANCED PAPER TICKET SALES

Printed paper ticket sales will not be offered in advance in 2024.

<p>May/ June/ July</p>	<ol style="list-style-type: none"> 1. Monitor the tickets email account <ul style="list-style-type: none"> • Answer questions • Familiarize yourself with the website and the information there to direct people there • If not on the website, ask Sales Manager who can answer the question • Respond to the email
<p>August</p>	<ol style="list-style-type: none"> 1. A week before the closing on line ticket sales, do a refresher with Sales Manager or designate of how to stop sales and run reports on Ticketleap. Prepare a step by step instruction sheet. 2. Summarize and share with executive by email. 3. Close the online Ticket Site by 11:00 pm on Wednesday August 7th 2024. 4. Download online ticket sales report on Ticketleap ensuring you choose proper fields so it is user friendly for gate volunteers (alphabetical by last name with type and number of passes per customer). 5. Send attendee PDF by email after midnight the Wednesday prior to Gate/Box Office Coordinator and anyone else identified by the Festival Coordinator very early Thursday, (August 8, 2024) and request an acknowledgement of receipt.
<p>Recomm- endation</p>	<p>Post festival, the Gate Box Office Coordinator SHOULD send a sales report to the Box Office Coordinator listing types of passes sold at the gate by number and sales revenues to be included in the Final Box Office report—this is important information for tracking and high level analysis of where and when people buy passes and the types that sell.</p>

Benefits of Box Office Volunteering

In addition to one weekend pass to to LFTR festival, a volunteer T-shirt, gifts and an invitations to volunteer events, the benefits of volunteering for this position include:

1. Being part of a supportive team to create a first class event for people of all ages to showcase the talent of folk and other musicians
2. Obtaining transferable skills: coordination, developing and following a critical path, learning on-line ticket sales, communication, report creation and writing, networking, reconciling sales, analyzing metrics of sales trends and making recommendations to the board of LFTR

RESOURCES

The Documents to help you organize are found in the [2024 Sales - Box Office supplemental resources folder on the Gdrive.](#)

FOOD VENDORS COORDINATOR

ADMINISTRATION

1. Check with [LFTR Festival Key Activity Timeline](#) to see the dates and deadline dates for the application. You may need to share info with other coordinators for them to complete their responsibilities so be aware of deadlines.
2. Update and send Website Coordinator current Food Vendor Application Form
3. All email correspondence should be issued from lftrfestivalfood@gmail.com
4. Keep record of vendor contact information and requirements as they are met (i.e. form received, payment received, etc.)
5. Please read emails from the previous year, everything is kept in folders in the email. Some vendors need to be reminded more than once about deadlines.

CONFIRMING VENDOR LIST

1. Contact food vendors from previous year to inquire about attendance for current festival year (previous year's vendors are given first right of refusal)
2. Review incoming food vendor applications
3. If spaces are still available, approach local/regional vendors – consideration should be paid to ensuring that a wide variety of food choices, dietary options and unique food offerings are available to folk festival attendees

ARRANGING SPECIAL EVENT HEALTH & SAFETY REQUIREMENTS

1. Complete the Thunder Bay District Health Unit's *Special Events – Organizer Application Form* at https://www.tbdhu.com/health-topics/food-safety/special_events_organizer. This must be completed a minimum of 60 days prior to the event For the LFTR Folk Festival this would be the first week in June.
2. Review the *Operating Guidelines for Event Organizers and Food Vendors* document
3. Ensure each approved vendor has completed and submitted their *Special Events Food Vendor Application Form* available at http://www.tbdhu.com/health-topics/food-safety/special_events_food_vendor. Applications must be submitted in full a minimum of 14 days prior to event.

LIAISING WITH APPROVED FOOD VENDORS

1. Notify all approved food vendors of successful application by May 29, 2024 at the very latest
2. Ensure all cheques are received from food vendors two weeks prior to festival weekend
3. Confirm number of passes required for each vendor (maximum of six each), granting access to festival grounds. Provide number to Accreditation Coordinator – **note that any vendors who pay for two spaces are still only allowed a maximum of six passes**

4. Confirm with Site Coordinator when approved vendors are permitted to enter festival grounds for set up and provide information to vendors. All vendors will be required to check in at the Accreditation tent (location to be announced). Any vendors who do not have proper accreditation will be denied entry to the festival grounds until they have checked in with Accreditation

FINALIZING SITE REQUIREMENTS AND CONFIRMING PRE-FESTIVAL DETAILS

1. Provide electrical requirements to Site Coordinator – confirm that all vendor requirements are approved and Site Coordinator has no issue with information provided on application forms
2. Provide vendor list and short descriptions to Marketing – Digital & Print Design Coordinator for inclusion in program book by June 30th
3. Provide Accreditation with vendor list by June 30th

FESTIVAL SET UP

1. Ask Site Coordinator for confirmation of vendor locations within festival food court area – 25 foot spaces will be assigned based on electrical needs and whether they have confirmed and paid for one or two spaces
2. Supervise vendor arrival and provide assistance to Site Coordinator as required
3. Ensure all vendors are complying with environmentally friendly practices as outlined in application form. Approved Live from the Rock food vendors are required to use paper plates and cups only. No Styrofoam or plastic plates, containers or cups will be permitted. The Live from the Rock Folk Festival will also be following a number of other festivals moving forward, and will be plastic water bottle free starting in 2018. Food vendors will not be permitted to sell bottled water and the festival will not be making bottled water available to its performers and volunteers.

RESOURCES

The Documents to help you organize are found in the [2024 Sales - Food Vendors supplemental resources folder on the Gdrive.](#)

MAIN GATE COORDINATOR

Coordinator Overview: Check with [LFTR Festival Key Activity Timeline](#) to see the dates and deadline dates for the application. You may need to share info with other coordinators for them to complete their responsibilities so be aware of deadlines.

- Complete all preparation work for Main Gate set-up prior to festival (see below re: wristbands, hours/volunteer schedule, logistics)
- Communicate with main gate volunteers, the Volunteer Coordinator, The Box Office Coordinator, the LFTR Board Treasurer and the Northern Credit Union.
- Schedule volunteers and provide schedule to the volunteers as early as possible (aim for 1-2 week before festival) – send final schedule to Volunteer Coordinator
- Set up main gate area Thursday morning
- Check in with volunteers at each shift change to ensure each volunteer understands their tasks
- Provide volunteers with your cell number so they can contact you as issues occur throughout the weekend
- Cover shifts throughout the weekend if volunteers miss shifts or have to cancel last minute
- At the end of each day (Thurs, Fri, Sat & Sun), collect all cash and meet with board Treasurer or festival Sales Manager to have money stored safely
- Sunday afternoon: pack up main gate and provide main gate numbers from tally sheets to LFTR festival Sales Manager.

WRISTBAND SYSTEM

<p>Prior to Festival</p> <p>May/June:</p>	<p>In collaboration with the festival Sales Manager,</p> <ul style="list-style-type: none">• Take inventory of how many wrist bands are left from last year for each color.• Decide from there which wristbands currently owned by LFTR will be assigned for which role, and then purchase new wristbands if needed.• Wristband assignments required – see Appendix A: Sample Wristband Legend below.• Ensure wristband legend is clear, and note that it cannot be changed once put into play as too much confusion will occur.• Provide wristband legend to Sales Manager, Security Coordinator and Accreditation Coordinator. <p>Age of majority note: Any individuals who want an adult wristband and appear 25 years of age or younger are required to show their ID to get an adult wristband – no exceptions.</p>
---	--

<p>Hours of Operation/ Volunteer Schedule</p> <p>Mid-July</p>	<p>Before making volunteer schedule (mid-July), need to verify festival hours</p> <ul style="list-style-type: none"> • Check LFTR website, hours usually posted there • Main Gate and camping opens Thursday around 12 pm or 1pm • Campground finished Saturday night – 10 or 11 PM • Main Gate finished Sunday afternoon – 3 or 4 PM <p>When making volunteer schedule, consider the following:</p> <ul style="list-style-type: none"> • Assign volunteers 3-5 hour shifts, aiming for 12-15 hours per volunteer (usually results in 3-4 shifts per volunteer between Thurs-Sun) • Volunteer’s availability - some volunteers fill out the volunteer form availability based on preference, and if you are stuck filling a time slot, often reaching out personally to a volunteer and asking them if they could take a shift that doesn’t fit with their original availability can help you with filling the schedule • Work with the Volunteer Coordinator early (June) to express what you need and where your gaps are • Reach out to previous year’s volunteers in June to make a personal contact and invite them back for this year, most have come back year after year
---	--

Supplies Required at Main Gate

In July – take stock of supplies inventory and purchase any missing items (as an alternative to purchasing new, reach out to the other coordinators if anyone has extra items to pass on to Main Gate)

July

- Wristbands (as above)
- 2 cash boxes – 1 large green wooden cash box belongs to LFTR. 2nd cash box usually comes from Northern Credit Union – need to contact them 1-2 weeks before to arrange pick-up, or ask Treasurer or Sales Manager to pick up at time of picking up float
- Online ticket sales list – from Ticketleap, typically given to Main Gate coordinator by Box Office Coordinator before Thursday opening
- In previous years Northern Credit Union in Red Rock has provided the main gate with free printing of all required documents listed below – contact credit union in July to see if they will print for us this year and then email them all necessary docs 2-3 days before the festival opens

4 binders

- Binder 1 (for Main Gate table): Tally sheets for weekend and day passes, 1 per day. Festival program tally sheet – 1 per day. Volunteer schedule copy and volunteer contact list copy. Coordinator list with contact info. Volunteer info sheet.
- Binder 2 (for Main Gate table): Online ticket sales sheets.
- Binder 3 (for Campground table): Camping tally sheets, 1 per day. Volunteer schedule copy and volunteer contact list copy. Coordinator list with contact info. Volunteer info sheet.
- Binder 4 (for Campground table): Camper registration sheets.
- See Appendix B – Documents Printed for Binders

- 8 binder dividers with tabs for each section of the binders
- 3-4 Highlighters
- 6-10 pens
- Tape – scotch tape and packaging tape
- 2-3 scissors
- 3-4 plastic document protection sleeves
- 2 garbage cans, 1 at each table
- 2 calculators
- Campground vehicle tags – Site will provide if these are being used
- Signs printed out to be taped (in a plastic document protection sleeve) onto Main Gate table: Ticket festival prices, age of majority notice
- Signs printed out to be taped (in a plastic document protection sleeve) to Campground Table: Camping fees
- See Appendix C: Documents Printed for Tables

Logistics	<ul style="list-style-type: none"> • Tent will be set up Wednesday by Perfect Parties • Spot light behind Main Gate will be set up by the Site Crew – run off a generator • 3 tables, chairs and 2 garbage cans will be set up by the Site Crew • The Board Treasurer or Sales Manager will supply cash floats for the Main Gate. To confirm, email lftrdirectortreasurer@gmail.com 1-2 weeks before festival. • Arrangements can also be made with the Treasurer or Sales Manager and Northern Credit Union to securely store gate cash overnight (Make these arrangement in July) • Two tables are set up with separate cash boxes/containers for each: Table 1- Main Gate Table: Ticket sales and program books. Table 2 – Campground Table: Camping passes. • 3rd table is for storing supplies, kept at the back of the tent. • Festival programs to be delivered Thursday before gate opens by Festival Program Book Coordinator or designate
------------------	---

General Description of Main Gate Volunteer’s Role:

Main Gate volunteers are responsible for checking in all festival attendees who are purchasing their passes for the weekend – this includes paying guests (weekend pass holders or day pass holders) and campers.

See instructions provided to volunteers below:

Volunteer Information for Admissions/Main Gate Ticket Table

- When an attendee has paid online: find their name on the master print out and highlight that they have received their wrist band.
- When an attendee presents with an advanced paper ticket, collect the ticket from them and store in cash box. Paper tickets will not be in use for 2024.
- When attendee is purchasing a ticket at the gate: we only accept cash (there is a ATM at the credit union on Salls St), check price list for appropriate payment amount.
- Provide attendee with appropriate wrist band based on age and whether it is a weekend or day pass (see wrist band legend and ticket prices). All persons on site at the festival require a wristband.
- All sales are final.
- Count each attendee on the tally sheet on the respective day.
- If an attendee presents as an adult but looks under 25 we must ask for ID before giving them an adult wrist band (this is due to the festival pub). No exceptions.
- Programs will be sold from this table, please mark on the tally sheet for number of programs sold.

Additional information about Accreditation/Give Away Tickets/Signage:

- During hours when the Accreditation Station at the Red Rock Inn is closed (in the evenings) the Accreditation materials and Will Call List will be dropped off to Main Gate. Like paying ticket holders, individuals on the Will Call List need to be checked off that list and provided with their festival accreditation. Most of Will Call will be eliminated in 2024.
- Performers, artisans, vendors, media, VIPs/dignitaries, coordinators and volunteer photographers should have a lanyard and badge, while all others on the list do not (i.e. sponsors, their guests and contest winners just get their single wristband – camping is not included).
- Note that everyone on the Will Call List requires a wristband, even if they also have a lanyard with their name on it.
- There is a list provided with all the people who have received a free ticket in promo give-aways, please verify the person's identity when checking in these ticket winners.

Volunteer Information for Camping Table

- Collect \$25 per camper 16 years old and up, for full weekend (even if just for 1 night or 3 nights, it's the same price)
- Children 15 and under are free
- Campers that are 15 years old and under must be camping on the same site as an adult 19+ years old
- Cash only – direct people to the ATM at the credit union on Salls St if needed
- ALL CAMPERS MUST HAVE EITHER A DAY OR WEEKEND PASS OR VOLUNTEER PASS BEFORE THEY CAN PAY FOR CAMPING (This is under review for 2024)
- Collect the camper's information for security purposes, see table. In cases of emergency or if their vehicle needs to be moved, Security must have access to a mobile phone number.
- Provide the campers with the camping wristband (see wristband legend)
– all campers need a wristband for proof of payment.
- No camping passes have been sold in advance; all camping passes are purchased onsite.
- All vehicles that will be in the campground for the weekend need a tag , please provide to the camper once they have paid and have their admission wristband and camping wrist band.
- Count each camper on the tally sheet for each day.

RESOURCES

The Documents to help you organize are found in the [2024 Sales - Main Gate supplemental resources folder on the Gdrive](#).

MERCHANDISE COORDINATOR

Overview: The Merchandise Coordinator is responsible for ordering festival merchandise and overseeing the merch tent operations during the festival. The Merchandise Coordinator is also responsible for managing volunteers who are working in the merch tent and selling raffle and 50/50 tickets throughout the weekend.

The Merchandise Coordinator should be organized, comfortable interacting with the public and experienced with cash handling/counting. Being comfortable with supervising young people as well as providing them with on-site work instructions is also necessary for the role.

The Merchandise Coordinator may also be required to work directly with the Sponsorship Coordinator and/or Fundraising Raffle Coordinator to secure raffle prizes for the festival raffle, and schedule volunteers depending on what is decided in that year.

PLACING THE MERCH ORDER

This is done as a collaborative, shared task with the festival Sales Manager.

- Well in advance of the festival, take a look at what merchandise is already available in storage to sell at this year's festival and make note of the quantities of each item (or at least try to get a general idea of what the festival has)
- Confirm the total budget amount to be spent on the new merch order for the current year with the festival Sales Manager
- With the festival Sales Manager, price out merch options for this year's items – in addition to the official festival t-shirt, popular items in previous years have included things like tote bags, hats, water bottles and bandanas. **Keep in mind that more expensive items do not typically sell well at Live from the Rock and you may hear complaints about pricing.** If you're interested in offering a more expensive item (i.e. a hoodie option or high quality water bottle or travel mug, etc.) then you may need to do a limited run in a smaller quantity to stay within budget. To make a profit, you may also have to charge a higher amount since the per item cost for a small order will likely be higher. If you're going to go with a new item in a high quantity, ensure that artwork is not year-specific so it can be sold at future festivals. The goal is to be able to sell the quantity of what you order each year.
- When ordering items, you should consider the demographic of festival attendees, the festival brand, what space is available for the logo or any writing, the 'experience' offered at the festival (i.e. things to use at the festival or things to take home as keepsakes) as well as what sold well the year before.
- Wherever possible, all merch vendors should be local or regional. The Thunder Bay vendor the festival works with currently is Impact Promotions. John Phyllis is the owner and has always worked with the festival to offer a discount as a sponsorship as well as rush orders when we've needed him to.

- Browse the Impact Promotions website for items you're interested in selling at www.impactpromos.ca. Note that the majority of promotional items typically cost less per unit when purchased in higher quantities. Also note that there is a set up and printing fee for each item/design that needs to be included, along with taxes. Your total budget will need to include all of those costs.
- Once you start looking at what you are going to order, touch base with both the Volunteer Coordinator and the Sponsorship Coordinator. Working together to place all your orders together at once (and copying the other two people on emails) can make things easier for you all, as well as for Impact.
- Once you have an idea of what you will be ordering, email John at john@impactpromos.ca to touch base and see what is available. Providing the item number from the website is helpful and if the item is not available, he can recommend something similar that will be a good fit.
- Confirm with John when you first speak to him how things are looking for Impact and what kinds of timelines they are able to work within. Typically, the final merch order should be placed no later than one month before the festival starts. Many of the items, including the t-shirts, need to be ordered and shipped to Thunder Bay to be printed. Some items also need to be printed out of town before they are then shipped to Impact.
- Once you have decided on what t-shirts and merch will be ordered, request the artwork design specifications from Impact (including what file type Impact Promotions needs the artwork delivered in) for each item and forward that information to the Digital & Print Design Coordinator. This person will need time to put together artwork options, as well as mock ups, for you to review and approve. Review the colours you've ordered and provide the item numbers as well so he/she/they can decide what will look best.
- Once you've approved the artwork, send it to the production/design contact at Impact Promotions Design@impactpromos.ca. Copy the sales representative on the email as well. You will then be provided with mockups and asked to sign off on the designs before they are sent to production. Also copy the Digital & Print Design Coordinator on these emails so that person is apprised of these steps. There may be something wrong with the artwork files, the look or placement isn't quite right or doesn't work, etc.
- Arrange for pick up of festival merch within Impact Promotions' hours of operation the week leading up to the festival. Ensure you leave yourself enough time to check that everything you ordered is there, including the correct sizes and quantities.

OTHER RESPONSIBILITIES BEFORE THE FESTIVAL

- Confirm the Merch tent hours of operation with the Festival Sales Manager. Note that if you're going to open later in the day on Friday then you may plan to take the morning/afternoon to get yourself set up on Friday. The deadline for confirming the Merch tent hours for the Program book is June 30th.
- Coordinate with the Fundraising - Raffles Coordinator and provide the Volunteer Coordinator with the number of volunteers you anticipate needing. This should be done by June 21st.

- Confirm with the Site Coordinator how many tables and chairs you need and the configuration you would like for set up of your side of the tent
- Recruit reliable volunteers or 'lead hands' that you know who can help you in the Merch tent – ensure they fill out a volunteer form by the deadline (June 21st)
- Get your full list of volunteers and their contact information from the Volunteer Coordinator
- Make up the schedule and email it to the volunteers, along with their work instructions. Work with the Fundraising - Raffles Coordinator on scheduling volunteers and passing on work instructions.
- Follow up with a phone call and try to touch base with everyone on the phone to confirm that they received their schedule and are still planning on attending. If you hear back from them by email then you may not need to call them but don't assume that they will show up for their scheduled shifts unless you have actually heard back from them beforehand.
- Touch base with Treasurer to confirm details to pick up your cash floats
- Arrange with Sponsorship Coordinator and Fundraising-Raffles Coordinator to get raffle tickets ahead of the festival
- Arrange with Sales Manager to get printed program books ahead of the festival

SETTING UP AND RUNNING THE MERCH TENT

- All of the festival merch is stored in totes and boxes. The Sales Manager can confirm location. in the arena. The Site crew can help bring it over to the Merch tent if required since they are coming and going from the storage location. Ensure you speak with the Site Coordinator well in advance if you require assistance
- Make up price lists to display on the counter and around the Merch tent
- The festival only supplies tables and chairs so if you have any garage shelving that you can source or borrow (i.e. the plastic tube kind) it does make for a nice set up behind the service counter
- Pricing will be adjusted annually. Some of the items sold in the past include:
 - Water bottles - (blue or clear)
 - Vintage tees
 - Higher quality vintage tees (Heavy Rotation and 2019)
 - Travel mugs
 - Current year tees
 - Hoodies
 - Bumper stickers
 - Program books
- Arrange with the Fundraising - Raffles Coordinator to have raffle prizes brought to the Merch Tent and displayed during Merch Tent hours.

- The raffle and merch cash boxes/money are kept separate – again the Sales Manager will be providing your float(s) so you just need to touch base before the festival to arrange for that.
- In terms of packing up for the evening, large boxes of vintage tshirts are usually tucked away in the back counting room at night with the expensive items, cash, raffle prizes and tickets need to be kept in a secure location, as per Sales Manager direction.
- If you need extra help with packing up at night, arranging with the Security Coordinator to see if a few Security volunteers can come meet you after closing time to move things might also be a good option.
- Track all items that are sold throughout the weekend to keep a record and ensure your cash reconciliation lines up at the end (remember that this is also a good way to find out what people want to buy and what they didn't really like as much).
- You will also need to coordinate with the Fundraising - Raffles Coordinator to ensure that all raffle tickets sold are returned in time so they can be added to the final draw, which takes place during the closing ceremonies on Sunday – confirm with the Artistic Director what time the raffle will be taking place.

MERCH TENT MATERIALS AND TENT CONFIGURATION

The configuration below is suggested. Revise as will best meet your needs, keeping in mind that the tent is shared with Music N More.

- Tables, chairs and garbage can will be delivered to your side of the tent by the Site Crew on Thursday
- Tables go along the side of the tent with one table for your service counter going horizontally
- Lay out the items for browsing (one example of each on the table with masking tape in front of each item with the price). The tshirts also hang well on hangers from the side of the tent and a little piece of masking tape with the price can go on the display tees hanging
- Sizes and boxes with more items will be behind your volunteer counter
- The raffle prizes can be displayed on the same table at the side of the tent, closer back to the service counter table. The descriptions will be in the program book but the Fundraising Raffles Coordinator will also print off a sheet to put with the prize displays as well as at the service counter for selling tickets inside the Merch Tent.
- The merch setup tote has all the aprons, cash boxes, a clipboard etc. and that with items noted above. The Site crew will bring it down with all the merch totes
- A notebook to keep a tally of what's sold is also needed - the vintage tees can just be all under one category 'vintage tees' with the size indicated and a tick for each sale. The festival never knows what sizes sell the most so this helps for the ordering of the new tees that are actually purchased for the current year. Water bottle, bag, program book, etc. can all be their own unique category to track
- The Fundraising - Raffles Coordinator will sort raffle tickets and tally the final amount for the 50/50 draw with the Sales Coordinator, and draw the winning tickets on stage before the closing ceremonies.

EXAMPLE MERCH TEAM VOLUNTEER SCHEDULE AND INSTRUCTIONS

Hello Festival Merchandise Volunteers!

Thank you for volunteering for the Live from the Rock Folk Festival. Your main volunteer tasks for the weekend will include: helping to sell festival merchandise like t-shirts in the merch tent; doing simple math and making change; answering questions about sizes, items and prices; roaming the festival site to sell raffle tickets; and helping with laying out, organizing and packing away merch when needed.

Please see below the weekend schedule for our team: Sample schedule are available at (a hyperlink to resources)

You'll notice that I've tried to break up your shifts so you're doing both the merch tent and raffles, which lets you roam around the festival, take washroom breaks more easily or grab a meal.

Please Note: When you're on raffles, the expectation is that you should be coming back to the tent to record and drop off your raffle cash every couple of hours.

When you arrive at the festival, you will need to go to Volunteer Check-in. (location to be confirmed) You will get your t-shirt (if you met the sign-up deadline), and can access other volunteer information and snacks.

If you have any questions, please feel free to reach out or if you need to switch your shifts, you can see if one of the other people on our team would be willing to do so.

Thanks and see you all soon!

AFTER THE FESTIVAL

- After the closing ceremonies, finish your final sales tally and cash-out
- Pack away all remaining merch in tote bins and/or boxes. count and record the number of items to ensure nothing is taken or stolen while in storage throughout the year, and so you have done your pre-festival inventory.
- Pack up the cash boxes, calculators, hangers, aprons, etc. in the totes for proper storage
- Arrange with the Site Coordinator to move everything back to the storage location so it can be stored securely
- Contact the Treasurer to arrange for the drop off of the merch money so it can be deposited
- Email the Volunteer Coordinator with any notes about issues that may have come up with volunteers, including the names of any no-shows
- Email the festival Sales Manager with any notes you have for feedback that can help improve Merchandise operations the following year. This feedback can also be shared with the other Coordinators at the debriefing meeting when it is held

RESOURCES

The Documents to help you organize are found in the [2024 Sales - Merchandise supplemental resources folder on the Gdrive.](#)

MUSIC N MORE COORDINATOR

Overview: Along with volunteers, the Music N More Coordinator operates the sales outlet for musicians' music and merchandise. This venue provides musicians with access to fans and a way to share their music – and make some money.

RESPONSIBILITIES

<p>Pre-Festival</p>	<p>Month prior – Work with the volunteer coordinator to make a schedule of volunteers, and try for two per time for security and accountability. (The coordinator can also be scheduled as a volunteer.) Communicate with the volunteers about their schedule.</p>
<p>Festival Set up</p>	<ul style="list-style-type: none"> • Arrive early on Friday to set up shop. • The Sales Manager provides you with a cash float on the day of the event. • Plan display of materials – tablecloths, name plates for each group, and spares you may need to add. Also, I need a cash box and calculator. • Prepared binder with forms (provided to you) with each group in alphabetical order. Need extras as some groups have individual members also selling merchandise. • I also need to make a list of all the performing groups and nameplates of all performing groups to display on the table. I have a bucket of resources that include coat hangers, display stands, pens, paper, tape stapler, etc.
<p>During the Festival</p>	<ul style="list-style-type: none"> • Musical groups come in with their merchandise. Count all the merch and record sign-off with the person. They may try to do discount deals, etc., that don't work with the system we have; I just tell them we can't. Make sure you are clear on the price of each item. • Merch is kept behind the counter. Only one of each item is displayed for the customers on the display tables. • Items and merchandise are added and removed throughout the festival, and groups come and go. • Everything is packed up in a vehicle each night and set up each morning as there is no way to lock it up in the tent, and the dollar value is a lot should it be stolen. • Need to watch for shoplifting.

End of Festival	<ul style="list-style-type: none">• Musicians usually schedule a sign-out time to reduce congestion and waiting times.• Groups are not supposed to sell their merch themselves, although it has happened when they are approached by fans after they have signed out.• Each member is signed out and paid the difference between what they brought in and what they take out. They are paid for the merchandise that has been sold.• We also distribute the musician pay packets, which they must sign for. So even if they don't have merchandise, they come to see us before leaving.
------------------------	--

Everything is reconciled and the difference in cash and the float is given to the Sales Manager prior to leaving the event.

NOTE: We would sell more if we had access to a Point of Sale machine. Many people no longer travel with cash or cheques.

RESOURCES

The Documents to help you organize are found in the [2024 Sales - Music N More supplemental resources folder on the Gdrive.](#)

PUB COORDINATOR

Overview: The Festival Pub Coordinator is responsible for overseeing all aspects of the festival's pub area, ensuring an enjoyable atmosphere for attendees while maintaining a safe and compliant environment.

Relevant Policy

Alcohol Service (Bd consensus 2021-11)

The township of Red Rock is now able to deem that alcohol can be consumed in Pull-a-Log Park. LFTR should continue to get a liquor licence and ensure that there is only a designated area where alcohol is served and consumed. LFTR is the tenant of the park on the Festival weekend and will decide the rules for that weekend.

RESPONSIBILITIES

<p>May/ June</p>	<ol style="list-style-type: none"> 1. Collaborate with the Site Coordinator(s) to determine the location of the Festival Pub ensuring access to power for lighting and visibility of the Festival Stage. Take noise from the Pub into consideration to not interfere with the audience’s enjoyment of any performances. 2. Confirm with Site Coordinator(s) a lockable location for storage of product and supplies overnight. 3. Ensure compliance with all relevant health and safety regulations. 4. Work within the allotted Festival Pub budget.
<p>June/ July</p>	<ol style="list-style-type: none"> 1. Work with the Volunteer Coordinator to recruit and assign Pub volunteers in accordance with Liquor License requirements. 2. Liaise with alcohol vendors, managing relationships to ensure timely delivery of beverages and related supplies. 3. Work with the LFTR Blues & Folk Society Treasurer to complete and submit Liquor License. 4. Collaborate with the leadership team to align pub activities with the overall festival experience. 5. Work with Site Coordinator(s) to ensure availability of fencing, tables, chairs, coolers, garbage and recycling containers as well as location and access to Festival Pub signage. 6. Create volunteer schedules and allocate tasks to ensure adequate coverage at all times. <ol style="list-style-type: none"> a. Ensure volunteer staff are familiar with the service and regulatory requirements of their jobs.

Festival Set-up	<ol style="list-style-type: none"> 1. Assist Site Crew with delivery and set up of tables, chairs, signage, etc. 2. Arrange lighting in the Pub tent and around outside Pub area. 3. Ensure safe connection to power source. 4. Conduct an inventory of product and supplies upon arrival at Festival. 5. Ensure product and supplies are securely stored.
During the Festival	<ol style="list-style-type: none"> 1. Foster a positive and customer-friendly atmosphere in the pub area and in addressing customer concerns and feedback. 2. Ensure volunteers enforce all health and safety regulations as well as festival rules such as no smoking on Festival grounds. 3. Work with Security team to ensure a safe and controlled environment in the pub area. 4. Replenish stock as needed. 5. Track daily sales, submit proceeds to the Sales Manager according to their pre-determined plan, secure the next day's float.
End of Festival	<ol style="list-style-type: none"> 1. Secure and conduct an inventory of all unsold product and supplies. 2. Assist Site Crew with taking down lighting, fencing, signage etc. as well as returning tables, chairs, coolers, etc.
Post-Festival	<ol style="list-style-type: none"> 1. Calculate potential revenue from Pub sales based on tracking. 2. Prepare and submit a report on Pub sales to the Sales Manager for inclusion in their Report to the LFTR Blues & Folk Society Board of Directors.

OTHER

The Festival Pub Coordinator and all Pub volunteers must be SmartServe qualified. It would be beneficial for the Festival Pub Coordinator to have, or acquire, additional knowledge of local alcohol licensing laws and regulations. The Festival Pub Coordinator should also work well with people while maintaining authority and be able to respond calmly under pressure.

RESOURCES

1. Access to product ordering information from previous festivals.
2. Cashbox, whiteboard & markers, patio lights

The Documents to help you organize are found in the [2024 Sales - Pub supplemental resources folder on the Gdrive.](#)

SITE

PURPOSE OF THE TEAM

To organize and deliver on site services to support the safety and comfort of the LFTR community.

ROLE DESCRIPTIONS

Site Manager/Coordinators.....	74
Campground Coordinator + Campfire Host	77
First Aid + Lost and Found Coordinator	78
Green Team Coordinator	79
Schlepping Coordinator	81
Schlepper	83
Security Coordinator	84

SITE MANAGER/COORDINATORS

Overview: Work with the Crew to make prior arrangements, liaise with Red Rock and implement the Sitework Schedule.

PRIOR TO THE FESTIVAL

- Site planning and mapping
- Arrange for and liaison with required inspections
- Liaison with the Town of Red Rock
- Acquire and arrange for pick up/delivery of water, tents, rental space, comfort stations, vehicle, scaffold, lighting, fencing, other equipment and supplies

SITE CREW HOSPITALITY

Site Managers need to make arrangements for camping, beverages and lunches for Site and Technical crews who are working Tuesday, Wednesday, and Thursday. Decisions on how this should be done need to be made early in the year to allow for any necessary appointments, rentals, or unanticipated challenges. It will involve making arrangements with the Township for camping, and deciding how best to provide food and beverage. In 2023, a Site Hospitality Coordinator was appointed, and she handled securing grocery donations and on-site food preparation. On- Site food prep may not always be possible or practical. Whichever method of delivery is selected, Site Managers need to collect information on numbers for each day, food restrictions, allergies and sensitivities. Site Managers will need to collaborate with the Technical Director, Sponsorship and the Treasurer to assure adequate resources, and the Site Crew Hospitality Coordinator or lead volunteer.

SITWORK SCHEDULE 2023

(Changes may be required for the 2024 Festival)

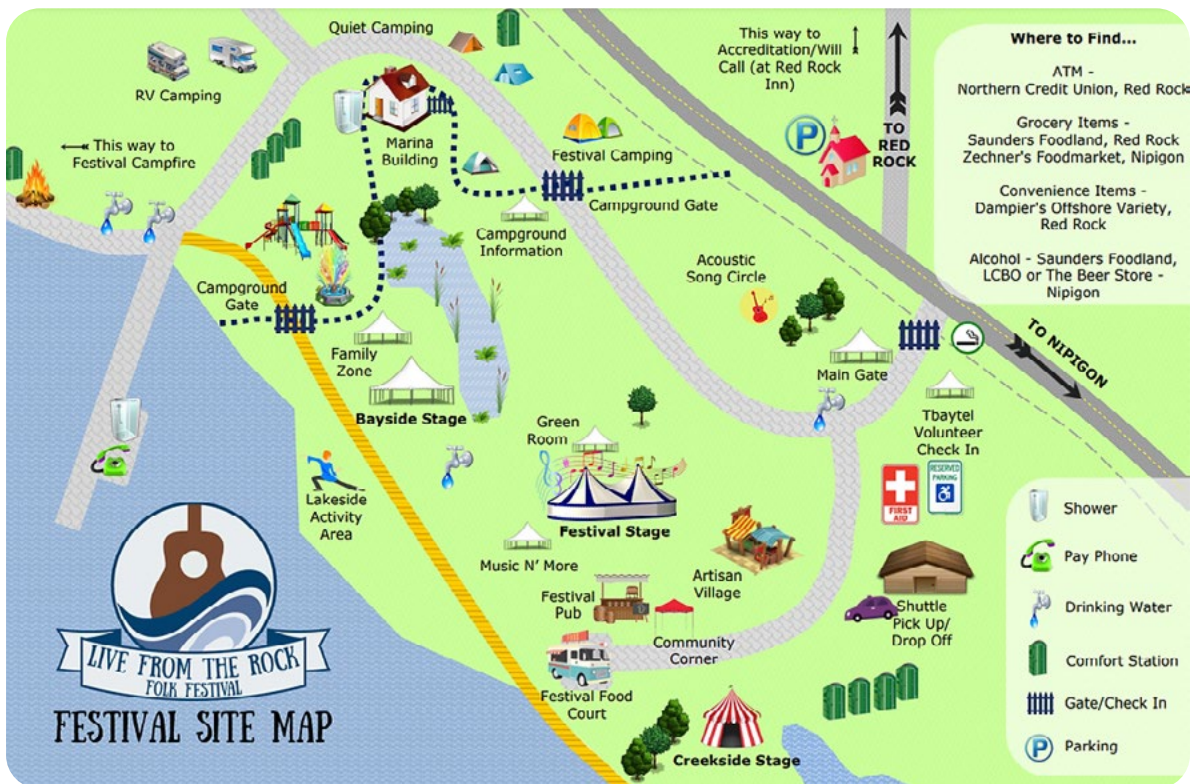
Monday	Meet afternoon/evening for layout of tents
Tuesday (9:30 a.m. start)	<ul style="list-style-type: none"> • Crews spend Tuesday erecting the MainStage/arabesque and Creekside; Township knows this but it probably doesn't hurt to remind them that we'll be ready to start early. • Jimmy will be at Equipment World right at 7:00 to get one of the light rigs, and then on to CRC to pick up radios. CRC opens at 8:00 • Perfect Parties plans to be on site today to erect all of their tents Time permitting we can also get snow fence underway. • We got a visit last year from the ESA on Tuesday prior to his inspection which happened Thursday. Get key for Fish and Game, we can start tables and chairs for pub tent anytime after tent's up. <p><i>8 person crew was scheduled for 2023, including those more experienced with Main Stage set-up and Site set-up, and the Technical Director</i></p>

<p>Wednesday</p>	<ul style="list-style-type: none"> • Continue with building MainStage and deploy Bayside Stage • We will likely have one or two food vendors wanting to get there early. • We should finish snow fence today and deal with our traffic control measures • Set up green team area. • RV for first aid station <p><i>11 person crew was scheduled for 2023 including those more experienced with Main Stage set-up and Site set-up, and the Technical Director</i></p>
<p>Thursday</p>	<ul style="list-style-type: none"> • GFL has to be on site no later than this morning to deploy the johns; camping officially starts at noon. • Fetching day. We'll want to have our friend Charlie from BMI Group available today to get the sound gear from storage in Thunder Bay. It's in the old Safeway warehouse on Waterloo. Jimmy will go with and get second light rig at EW. • Tables and chairs deployed around site. • Garbage and recycling cans placed around site • Setup in F&G for volunteer reception. • John needs crew of eight at the Main Stage. <p><i>A 13 person crew was scheduled for 2023 including those more experienced with Main Stage set-up (a priority) and the Technical Director</i></p>
<p>Friday</p>	<p>Last minute tasks</p>
<p>Saturday</p>	<ul style="list-style-type: none"> • Creekside takedown (Jimmy has tarps) (to be decided in 2024) • Sound gear to be dealt with temporarily (Jimmy's Honda Pilot?) • Stage blocks can be moved <p><i>A 5 person crew, experienced with Bayside Stage, and including the Technical Director, was scheduled in 2023. It was decided not to proceed with this until Sunday.</i></p>

<p>Sunday</p>	<p>(The usual suspects plus maybe we get a bunch of spontaneous volunteers)</p> <ul style="list-style-type: none"> • Takedown starts in earnest • Bayside sound gear has to be added to the Creekside gear for transport • Bayside stage needs to be removed/made ready for storage Monday morning • Removal of snow fencing (remember cutters for zip ties) • John and Greg will need hands for getting their gear in the five ton • Hopefully we begin to dismantle the MainStage • Tables/chairs from Pub returned to Fish and Game • Gather garbage/recycling and receptacles (appeal to festival attendees to take recycling) <p><i>A 5 person crew was scheduled for 2023 including those more experienced with Main Stage set-up (a priority) and the Technical Director. This is not enough.</i></p>
<p>Monday</p>	<ul style="list-style-type: none"> • Finish taking apart/preparation for storage of MainStage • Takedown Arabesque and move to storage with Creekside • Township transports Bayside stage to storage Monday morning • Township crew retrieves tables and chairs from site <p><i>An 8+ person crew was active for 2023 including the Technical Director. This is not enough.</i></p>

RESOURCES:

The Documents to help you organize are found in the 2024 Site - Management supplemental resources folder on the Gdrive.



CAMPGROUND COORDINATOR INCLUDING CAMPFIRE HOST

Overview: The Campground Coordinator provides information and security for campers during Live from the Rock Folk Festival.

<p>Pre-Festival</p>	<p>The Campground Coordinator works with the Campfire Host to acquire fire permits and ensure a supply of firewood is available. Communication is by phone and also by a private Facebook group. The group included Campground Coordinator, Campfire Host and the previous Campground Coordinators. There isn't a specific date for this communication to take place but it's done in late spring.</p> <p>Recruit and orient campfire hosts for two shifts each evening.</p>
<p>Festival Setup</p>	<p>The Campground Coordinator is also the Campground Host. I arrive at the festival grounds on Thursday by noon and set up my campsite in a central location.</p> <p>I talk to the Security Coordinator to discuss pertinent issues. I then tour the campground. At this time people are arriving, or are already set up in the campground.</p> <p>The Campground Coordinator works with the Campfire Host to set up the festival campfire site. This involves preparing two fire sites by moving bleachers for seating, setting up the fire pit stones, stacking firewood (tarped), installing pathway solar lights, setting up and testing water pump(s).</p>
<p>During the Festival</p>	<p>During the day the Campground Coordinator wears a lanyard to identify him or herself and carries a portable communication device. The Campground Coordinator is available to campers if they have questions or concerns.</p> <p>Starting at 10:00 a.m. I walk a circuit of the entire campground area every hour until 5:00 p.m.. I return the communication device to security at 8:00 p.m. for recharging. I am available to help out with relieving security volunteers at the instrument lockup and take security shifts when needed by the Security Coordinator.</p>
<p>End of Festival</p>	<p>Wrap up on Sunday afternoon includes cleaning up the campfire area, a few more tours of the camping area, and packing up to leave after the festival.</p>

OTHER

A *Campground Host* sign is posted at my campsite. Larry Dustin is in possession of the sign. The private Facebook group is still active.

RESOURCES

The Documents to help you organize are found in the [2024 Site - Campground supplemental resources folder on the Gdrive.](#)

FIRST AID + LOST AND FOUND COORDINATOR

Overview: Along with volunteers, the First Aid Coordinator staffs the First Aid station, attends to first aid issues, and connects people with medical or other resources that they might need. The First Aid station also serves as the Lost and Found to help connect people with their possessions.

<p>Pre-Festival</p>	<ul style="list-style-type: none"> • Work with the Volunteer Coordinator to get the volunteers needed to cover the time slots and have two people on hand at the First Aid Station at all times. • Check over the First Aid supplies to ensure that all the needed supplies are on hand. Purchase supplies to fill any gaps. (See list in the First Aid Handbook.
<p>Festival Set up</p>	<ul style="list-style-type: none"> • Set up the First Aid station including first aid supplies and signage.
<p>During the Festival</p>	<ul style="list-style-type: none"> • Be available to assist festival attendees and volunteers with first aid needs, following the First Aid Manual, and calling on external assistance as needed. • Have knowledge that would be helpful to share as people will also come to you for issues other than First Aid! • Be aware of emergency procedures so that you can assist or lead in case of an emergency. • Keep track of the types of issues that the First Aid team is called on to address. • Receive lost and found items and have them available for people seeking them.
<p>End of Festival</p>	<ul style="list-style-type: none"> • Take an inventory of supplies and make a note of what needs to be acquired for next year. • Pack supplies to save for next year. • Donate any left over lost and found items to a good cause.
<p>Post Festival</p>	<ul style="list-style-type: none"> • Provide a report to the Board regarding the work of the First Aid team during the Festival, making note of any changes that might be needed to make the festival safer and better next year!

RESOURCES:

First Aid Manual (paper copy on site)

The Documents to help you organize are found in the [2024 Site - First Aid supplemental resources folder on the Gdrive.](#)

GREEN TEAM COORDINATOR

Overview: The Green Team Coordinator works with volunteers to ensure that garbage and recycling are handled efficiently so that the grounds are always clean and garbage-free; and so that discarded materials are sorted and disposed of in the most ecological fashion.

RESPONSIBILITIES

Pre-Festival Preparation – July (last minute adjustments may also occur)	<ol style="list-style-type: none">1. Receive names of volunteers for the Green Team from the Volunteer Coordinator. Contact information and available volunteer time will be included.2. In draft form, schedule at least 2 volunteers in the blocks of time according to availability. Consider that younger volunteers like to work with their friends and should have minimal late-night blocks. Schedule 3 volunteers for the final shift to assist with the recycle sorting and clean up.3. Contact volunteers, including introduction, welcoming, encouraging message, draft schedule, and broad statement of tasks. Include the Volunteer Coordinator in all messages sent.4. Change the schedule according to feedback from volunteers and the Volunteer Coordinator.5. Contact volunteers with final schedule. Include information re: meeting place and duties. By always including the Volunteer Coordinator in the communication, they will be able to guide you. You will be informed of any deadline dates.
During the Festival	Meet all volunteers at the beginning of their shift and orient them to the physical environment. Provide support, information and feedback as necessary.
Post Festival	After the festival, contact the volunteers with thanks and requests for feedback on their experience.

VOLUNTEER SCHEDULE AND DUTIES

Day	Time	Hrs	Tasks
Thursday	12-6 PM	6	In conjunction with the Site Manager, determine number and placement of the garbage and recycle bins. Label the recycling bins "cans and bottles only". Suggested placement includes beside each porta potty, at the food court, each event stage, pub, campfire site, craft vendors site, Green Room, main gate, festival open areas. Distribute the bins with the use of the utility vehicle. The food vendors are responsible for their own garbage.
Friday	9 am - 3 pm	6	Make rounds every 3 hours, change bags as needed. Garbage is taken to the two large disposable bins. Recycling bags are taken back to the main Volunteer base for sorting. Alcohol cans and bottles are sorted, counted, bagged separately from other cans and bottles for \$ return. A bicycle and wagon will be provided.
	3 - 6 pm	3	As above but make rounds every 2 hours.
	6 - 9 pm	3	As above but make rounds every 2 hours.
Saturday	9 am - 3 pm	6	As above but make rounds every 2 hours.
	3 - 9 pm	6	As above but make rounds every 2 hours.
Sunday	9 am - 2 pm	5	As above but make rounds every 2 hours.
	2 - 6 pm	4	As above but make rounds every 2 hours. At 4 pm and at the direction and assistance of the Site Manager and a utility vehicle, pick up and return the garbage and recycling bins to the main site. Sweep the grounds for litter. Collect, box and label any remaining clean bags and equipment for storage for next year's festival.

RESOURCES

The Documents to help you organize are found in the [2024 Site - Green Team supplemental resources folder on the Gdrive.](#)

SCHLEPPING COORDINATOR

Overview: Coordinate volunteer schleppers (i.e. scheduling of shifts, communication, overseeing that schlepping duties are carried out).

RESPONSIBILITIES

Pre-Festival	Spring	Attend Festival organizational meetings/zoom meetings Contact Site Manager and Sponsorship Coordinator to ensure that appropriate vehicles (golf cart, ATV) have been secured. Find out how and when they will be delivered and any special instructions or restrictions that come with their use.
	June	Contact from list prospective volunteers for schlepping positions and designate shifts for volunteer hour requirement.
	July	Make a volunteer schedule
Festival Setup	Friday morning and afternoon: help with set-up (i.e. carrying tables and chairs to various tents, help the Green Team to bring garbage cans to various locations).	
During the Festival	Meet with and instruct volunteer schleppers as to what their roles are: i.e. use of vehicles (golf cart or ATV), familiarization of stage and equipment lock up locations, instruction of communication radio use. Be available to the volunteer schleppers at all times, to help if needed. Be available to fill a shift if one of the volunteers can't. Should the Coordinator have a gas card? If yes, the Coordinator is responsible for meeting the volunteer schlepper at the gas pump.	
End of the Festival	Ensure the donated mobile equipment (golf cart and/or ATV) is returned clean. Verify that all radios have been returned to the volunteer station. Make sure the donated mobile equipment is full with gas before being returned.	
Post Festival	Follow up and information sharing for an even better festival next year.	

OTHER

To have a gas card or any other means to get gas would be easier than what we did in previous years. Site is reviewing this for 2024.

If we have only one schlepper/mobile vehicle at a time (like 2023), it will be important that the workshops end at the specified (on the schedule) time.

RESOURCES

The Documents to help you organize are found in the [2024 Site - Schlepper supplemental resources folder on the Gdrive.](#)

SCHLEPPER

Overview: To provide rides and transport of musicians/musical equipment as requested to and from the equipment lock-up or campsites to the various stage locations.

RESPONSIBILITIES

<p>Pre-Festival</p>	<ul style="list-style-type: none"> • Communicate with the Schlepping Coordinator and agree on shifts to be filled to meet volunteer hour requirements during the festival. • Familiarize her/himself with required duties.
<p>Festival Setup</p>	<ul style="list-style-type: none"> • Familiarize him/herself with festival stage and equipment lock up locations. • I suggest 1 or 2 shifts of schlepping (i.e. to help carry chairs, tables, water jugs, beer, supplies to various locations).
<p>During the Festival</p>	<ul style="list-style-type: none"> • Be aware of event schedule to provide rides and transport of musicians/musical equipment as requested to and from the equipment lock-up or campsites to the various stage locations. • Be present with golf cart/ATV 10-15 minutes before scheduled events at the equipment lock-up, and be present/available at the stage locations at the end of the events. • Always be in radio contact to receive calls for various assistance. • Offer rides to anyone who appears to need assistance. • Assist the Green Team if needed. • Contact Schlepping Coordinator if you have a problem situation, or emergency where you can't show up for your scheduled volunteer shift. • Never speed or be in a rush – enjoy being part of the festival.
<p>End of Festival</p>	<ul style="list-style-type: none"> • Ensure the donated mobile equipment (golf cart and/or ATV) is returned clean. • Return all radios to the volunteer station. • Help the Green Team to bring back the garbage cans. • Help bring back tables and chairs.
<p>Post Festival</p>	<p>Follow up and information sharing for an even better festival next year.</p>

SECURITY COORDINATOR

Overview: It is the responsibility of the organizers and volunteers to report to the Security Coordinator or Site Manager any potentially unsafe condition or unsafe act they see at the festival. The Security Coordinator will then make the appropriate arrangements to ensure that issues are addressed and safe conditions are maintained.

The Safety and Security Manual is the key reference document for the Coordinator and provides guidance for problem solving, based on the long history of the Festival.

SETTING THE EXPECTATIONS FOR FESTIVAL SAFETY AND SECURITY

The Live from the Rock Folk Festival wants to ensure the safety of all people involved in the event – the volunteers, the performers, the vendors and all participants and spectators. It is the responsibility of everyone involved in the festival to conduct themselves in a manner that will not endanger themselves, volunteers, performers, participants or spectators.

It is the responsibility of the organizers and volunteers to conduct themselves in a manner, while working, that enhances and maximizes safety by following the guidelines set out in this manual.

It is the responsibility of the organizers and volunteers to know and understand the safety guidelines, which apply to the work they are performing. **No one will work/volunteer while under the influence of any medication, alcohol or illegal drugs.**

RESPONSIBILITIES

The Security Coordinator schedules and orients Security Volunteers to fulfill these roles.

Security Locations:

GATES

Main Gate at all times

Campground gate(s) at all times

(these two gates will lead from the campground to the festival grounds).

Security will assist with the searching of bags, looking for glass containers, alcohol, illegal drugs and video cameras, controlling access to areas of the festival grounds identified by corresponding bracelet colours. Instructions will be provided on paying participants, boaters, vendors, musicians, etc.

FESTIVAL CAMPGROUND AREAS

A minimum TWO (2) person roving security patrol will:

- Ensure no alcohol, drugs, glass containers or video equipment is present
- Keep an eye on personal property in the campground (i.e. coolers, tents, etc.)
- Monitor alcohol intake and campers' behaviour
- Check for wristbands (including at the campfire gathering)
- Notify hired security team if assistance is required

POLICIES AND PROCEDURES

A key role of the Security Coordinator and Security volunteers is to implement Live from the Rock policies for the safety and comfort of everyone on-site at the festival. These policies apply to everyone and so they are in the Key Policies section at the front of this manual, in the Site section. They cover a range of topics and are listed alphabetically. The policies are also found in the Security Manual.

- Alcohol
- Evacuation Procedures
- First Aid
- Campground Area Security
- Illegal Drugs
- Lost and Missing Children
- Pets
- Safety and Security
- Security Locations
- Smoking and Vaping
- Unwanted Persons
- Video Equipment

If you have any questions or concerns, please bring them to the attention of the Security Coordinator.

RESOURCES

[Safety & Security Manual](#) (This will be updated for 2024)

The Documents to help you organize are found in the [2024 Site - Security supplemental resources folder](#) on the Gdrive.

T&CH

PURPOSE OF THE TEAM

To ensure that all performances will be seen and heard.

ROLE DESCRIPTIONS

Tech Director	87
Stage Host Coordinator	90
Stage Host	93

TECH DIRECTOR

Overview: As a key Director position on the Live from the Rock Blues and Folk Society Board, the Technical Director is responsible for the overall planning and delivery of the Technical Program for the LFTR Festival. This includes:

- Attending all Board meetings and participating in development of budgets for the LFTR Festival, with a specific focus on the Technical requirements to deliver professional sound production on each of the three festival stages.
- Reporting on all technical aspects of LFTR Festival production at Board meetings
- Procuring cost effective sound production for Festival Stage and 2 daytime stages.
- Ensuring all LFTR owned stage, sound and lighting equipment is properly stored, inventoried, and in good condition for use on daytime stages.
- Maintaining ongoing communications with Festival Team and Artistic Director, and work closely with Site Coordinator, and Main Stage Set-up Coordinator

RESPONSIBILITIES PRE-FESTIVAL PREPARATION

October	<ul style="list-style-type: none"> • Review strengths, weakness, problems and opportunities which arose from the previous festival as they relate to Technical matters • Identify any repairs, new capital purchases or other items • Based on above, develop budget for next years festival for approval by the LFTR Board
Nov/Dec	<ul style="list-style-type: none"> • Contact sound production companies to quote on delivery of sound production for the Festival Stage
Jan/Feb	<ul style="list-style-type: none"> • Follow up with sound production companies to secure quotes. • Present quotes to LFTR Board for consideration and approval • Develop and sign contract with successful sound production company • Contact each of the 2 daytime stage sound technicians to ensure availability • Provide letter of agreement (or small contract?) to each of the 2 daytime stage sound technicians outlining dates, times, duties, responsibilities and compensation during the 3 days of the festival (*this will formalize the arrangement a bit more and ensure that we have the sound tech expertise retained and committed early)

<p>March/ April/May</p>	<ul style="list-style-type: none"> • Ensure capable Stage Managers have been retained and are available for each stage (liaise with Volunteer Coordinator) • Ensure that capable Assistant Sound Technicians have been retained and are available for each stage (liaise with Volunteer Coordinator) • Ensure that capable site set up volunteers are scheduled for the week prior to the festival (ideally personally reaching out to previous years experienced volunteers to ascertain their involvement) (liaise with Volunteer Coordinator) • Liaise with Stage Host Coordinator to ensure sufficient number of knowledgeable Stage Hosts for each stage • Liaise regularly with Festival Site Coordinator and Main Stage Set-up Coordinator to ensure mainstage infrastructure needs are met
<p>June/July</p>	<ul style="list-style-type: none"> • Schedule and coordinate the delivery of all sound, lighting and stage equipment to site • Purchase any stage construction items and spare equipment as needed • Prepare stage binders with technical riders and information for each act for Festival Stage and Day Stages • Ensure stage binders are available to each Stage Manager. <i>Binder includes Stage Plots; a full set of the info that is in the hands of all coordinators (phone numbers, emergency plans, security, first aid, lost & found, etc), contact lists, staff schedules and special instructions. Most of this information is available from the Festival Team or in collaboration with the Artistic Director.</i>
<p>Festival Setup</p>	<ul style="list-style-type: none"> • In conjunction with Festival Site Coordinator, layout all stage locations on the ground at the festival site • In conjunction with Festival Site Coordinator, ensure electrical and other utility locates are undertaken and clearly marked with waterproof hi vis paint on the ground in the vicinity of each stage • Coordinate the set up of the Arabesque Festival stage tent in conjunction with the Site Coordinator and experienced Main Stage set up crew • Coordinate the construction of all stages • Coordinate the scheduling, delivery and construction of Festival Stage scaffold towers and associated rigging (to be done per engineer certified drawings / design) • Ensure delivery and correct placement of all sound, lighting and stage equipment at the site

<p>During the Festival</p>	<ul style="list-style-type: none"> • Be available for troubleshooting and technical advice throughout the festival • Monitor the functionality of equipment and ensure access to spare parts and equipment as needed • Monitor stage sound levels and sound “bleed” between stages to ensure the best sound possible at each stage
<p>End of the Festival</p>	<ul style="list-style-type: none"> • Coordinate the teardown of LFTR owned sound equipment, placing all equipment in clearly labelled bins for each Daytime stage • Coordinate the teardown of each of the stages, ensuring that stage pieces are properly labelled, packaged and moved to dry secure storage, and any required repairs are scheduled and undertaken • Coordinate the teardown of the Festival stage Arabesque tent ensuring that all pieces are properly labelled, packaged and moved to dry secure storage, and any required repairs are scheduled and undertaken • Identify and remove any unserviceable equipment / parts • Ensure that LFTR owned sound equipment to is inventoried and returned to dry, heated and secure storage
<p>Post Festival</p>	<p>August / September:</p> <ul style="list-style-type: none"> • Ensure LFTR owned equipment used at festival is inventoried and returned to dry, heated and secure storage • Ensure that all invoices associated with the production and delivery of sound, staging and lighting from the August festival are reviewed and paid

OTHER

Maintain ongoing communications with Festival Team and Artistic Director, report at Board meetings, and work closely with Day Stage Coordinator, Site Coordinator, and Main Stage Set-up Coordinator.

RESOURCES

The Documents to help you organize are found in the [2024 Technical Direction supplemental resources folder on the Gdrive.](#)

STAGE HOST COORDINATOR

Overview: The Stage Host Coordinator is responsible for ensuring that each of the three stages are hosted by capable and engaging stage hosts. This includes:

- Attending all festival planning meetings.
- Working with the Volunteer Coordinator to recruit a sufficient number of Stage Hosts for each of the three festival stages
 - Referring to the schedule at the end of this document, ideally there would be 12 Stage Hosts with one "Relief" host (often the Stage Host Coordinator takes this role)
 - The reality is that it will be very difficult to recruit that many hosts, so expect that several of the Stage Hosts will take an extra shift. For planning purposes, there generally are 8 or 9 hosts recruited
 - The Festival Stage requires 2 hosts for each of the "main events" (e.g. evening and Sunday concerts) as the shifts are long and doubling hosts allows each to take a break. It is also more fun to have a counterpart to banter and have fun with!
- Reporting on progress on all items associated with stage hosting at meetings
- Maintaining ongoing communications with Artistic Director and Technical Director regarding all aspects of ensuring that each stage runs smoothly and on time, all acts are announced, sponsors and volunteers are recognized, and other festival related information is communicated to the audience (e.g., raffles, health and safety, Music & More sales, alternative activities, lost & found, general announcements)
- In conjunction with the Artistic Director and Festival Team, prepare and revise all Stage Host materials (examples are attached from 2023 festival)

RESPONSIBILITIES PRE-FESTIVAL PREPARATION

Oct - Dec	<ul style="list-style-type: none"> • Review strengths, weakness, problems and opportunities which arose from the previous festival as they relate to stage hosts • Review and modify any of the Stage Host 101 information to be provided to each stage host in conjunction with Festival Team, Volunteer Coordinator, Artistic Director and Technical Director
April - May	<ul style="list-style-type: none"> • Contact each of the stage hosts from the previous year to determine or confirm their participation in the upcoming festival • Encourage Stage Hosts to complete the online Volunteer form • Liaise with Volunteer Coordinator to identify any additional stage host requirements

<p>June - Early July</p>	<ul style="list-style-type: none"> • Ensure capable Stage Hosts have been retained and are available for each stage (liaise with Volunteer Coordinator) • In conjunction with the Artistic Director, develop Stage Host schedule for each of the three stages • Prepare revised Stage Host materials (2023 materials are included as part of this role description or in the Festival Policies, or supplemental resources folder on Gdrive). This includes: <ul style="list-style-type: none"> • Stage Hosts 101 • Agenda for Opening and Closing Ceremonies • Festival Etiquette • Raffles and 50/50 Draw • Festival Extras (e.g., tours, other related activities) • Food and Drink • Artisan Village • Activities for Children • Performers Bios • Sponsors • LFTR Festival Safety Manual • LFTR Festival Code of Ethics • Prepare Stage Host schedule • Distribute Stage Host schedules and materials and undertake final confirmation of availability for each stage
<p>Festival Setup</p>	<ul style="list-style-type: none"> • Prepare clipboards with copies of all of the Stage Hosting materials. Include pens, highlighters, sharpies. Ensure that each clipboard has a waterproof cover sheet. • Ensure each Stage Host has cell phone / text contact information with Stage Host Coordinator and each of the other hosts. Send a group text at the beginning of the festival
<p>During the Festival</p>	<ul style="list-style-type: none"> • Be available for troubleshooting and advice and relief spells during the festival operating hours • “Rove” around to each stage to ensure that each Stage Host is well supported and comfortable • Coordinate any announcements that need to be made during the festival operating hours (e.g., lost children, weather warnings, schedule changes etc)

End of the Festival	<ul style="list-style-type: none"> • Ensure all clipboards and materials are returned
Post Festival	<p>August / September:</p> <ul style="list-style-type: none"> • Prepare post festival Stage Host Coordinators report for submission to the LFTR Board

OTHER

Maintain ongoing communications with Festival Team and Artistic Director, report at Board meetings, and work closely with Technical Director.

RESOURCES

[Link to supplemental resources folder on Gdrive.](#)

STAGE HOST

STAGE HOSTING 101 (2023 VERSION)

Your role is a partnership with the Technical Team (front of house sound techs, monitor tech and stage hands). These good folks have the demanding job of the stage set up, balancing the sound and keeping the workshops and concerts running on time. In a very real sense, the Tech Team controls the start and end times of the performance. Your job comes at the start and end of each set.

You are an elite group and have been selected because you have the skill set to make a great Stage Host! You are in charge of the announcements between the acts. Sometimes you will be given a mic, sometimes you may have to use your "stage voice". We have an obligation to thank sponsors and volunteers but also to inform the audience about what's coming up on your stage, what's happening around the festival and any other announcements you may be asked to make (yes there will probably be a car with their lights left on at one point during the weekend). You also get to make it your own, tell jokes, banter if you like, the stage is yours. Just remember, a large band or the spontaneous adding of additional performers to a workshop lengthens the set-up time and shortens the time that you as a Stage Host have. You also will have to pause and be quiet while a sound check is underway. Make friends with your Tech Team, they will work with you so you know when to talk and when not to.

Please arrive at your stage **at least ten minutes** before the start of your shift and the end of the previous workshop/concert and ensure that you are at the stage until the next one starts up again. I

have tried to keep you on the same stage for the entire weekend (the Tech Team also stays with their stage), so you will get to know your Tech Team well by the end of the festival. Always ask if there is a microphone available for you to use and where they would like you to work from. You often will have to stand on the side of the stage, maybe even on the ground in front or beside the stage, so you are not in the way of the stage hands. You also need to be sure that the front of house tech doesn't have to worry about you....locating you so you don't get feedback through the mic is important. Note that you will always have a dedicated mic and stand on the lower stage at the Festival/Main Stage.

There is a designated musician host at every workshop who will guide the workshop when it is on. This person is indicated with "(H)" on the program schedule. Some of these musicians will not be familiar with their workshop partners, so it is helpful to introduce yourself to the assembling musicians just before the set. Run through the other on-stage performers' names, if the musician host isn't familiar with them, or doesn't have a program for reference at hand. Getting to know the musicians gracing your stage before the festival begins can make this a lot easier. You will have advance access to the Festival Program Book and schedule with all the musician's bios (this is also helpful info if you are looking for something to say between sets).

While the performance is underway you can survey the stage water supply or be available for odd fetch and carry needs for the musicians. Be aware of the time so that you can make eye contact with the musician hosting and give the critical **ten and/or five minutes remaining** hand signal. Sometimes the stage hand likes to

do this, so ask before you get started for the day who will be in charge of keeping time. This is a vital part of keeping the workshops and concerts on schedule. Remember, have fun! Don't stress too much, it's a folk festival after all, so enjoy it. If you ever have issues or questions or need anything I am around. I make sure to check in often throughout the day/evening and I will be carrying my phone with me all weekend. I have found that texting is the best way to reach out over the weekend since I generally turn the phone to vibrate so I don't interrupt any of the music. My number is _____ save it in your phone now. 😊

XXXXXXXX

Live from the Rock Folk Festival

Stage Host Coordinator

STAGE HOST QUICK GUIDE

Rule # 1 – You don't have to talk all the time between acts. It's okay to just step back from the mic if it's a longer-than-anticipated set up and you're running out of things to say.

Rule #2 – Once the workshop is well underway you can step away for fluid, a port-a-potty break and a bite to eat. Just keep a long-distance sense of how the workshop is progressing and be back in good time for the closing. With some of the longer shifts stepping away is going to be necessary.

Rule # 3 – Remember the Live from the Rock Volunteer Code of Conduct. When you have your T-Shirt and/or accreditation badge on you are representing the LFTR Blues and Folk Society. Be respectful and follow the rules. You have great power, but also great responsibility. But also, HAVE FUN! It is Folk Fest after all!

Here are some things that you can talk about between sets.

Sponsorship and Funders – This is a big reason you are in front of people. We want the audience to know where the monetary support comes from because without it Live from the Rock would not be here.

With such a long list of sponsors you don't want to bore people with a dry reciting of the 'list'. Break the Sponsor List into chunks and work your way through the list over several workshops and concerts.

Volunteers - Equally important are the dedicated volunteers that make the festival happen. Make sure you give a shout out or two for the volunteers. Perhaps pick a role – such as Environment/Clean Up Crew or folks working the gate/security who are not as visible as some of the other volunteer roles.

Festival Raffle - The festival holds a raffle for some amazing prizes up for grabs at the end of the weekend. There are three packages available and a 50/50 draw this year. Look for the ticket sellers in the blue aprons or visit the Music & More Tent.

Music & More Tent – Every performer has merch for sale at the Music & More Tent located beside the Festival/Main Stage. There is also lots of cool LFTR merch on sale. The festival is a single-use-plastic-free event, you can remind people to be environmentally friendly and purchase their reusable LFTR water bottles from the Music & More Tent!

Lost & Found – Located at the First Aid Trailer. If you find something or have lost something, check in with the volunteers at the First Aid Trailer.

Alternate Activities - Profile the different opportunities for the audience such as the **morning yoga** times, the Paju Run on Saturday morning or the 'Pull-A-Log Park' Marina attractions: showers, scenery view finders and children's water splash pad.

Song Writing Workshop – Team up with songwriting workshop mentors _____ and _____ to collaborate in writing this year's Festival Finale song.

Time and Place _____.

Acoustic Song Circle – On the Grassy Knowle (by the fence behind the Main Gate). Hosted by _____ on Friday and _____ on Saturday from _____ (time).

Heat and Sun Safety - It is always good to remind people about sunscreen and fluid intake if it's a scorcher (don't forget your own sunscreen, water and sunglasses). The Festival Stage faces west and gets toasty by late afternoon. There are water filling stations by the Main Gate, west side of the Marina Building, and at the start of the marina boardwalk heading toward the campfire area.

Announcements - As the weekend progresses there will be more personal announcements passed on to you by coordinators (look for the accreditation badge) – Lost & Found items are common; *missing cellphones, car keys, headlights left on etc.* In the case of an emergency (electrical storm, fire, bomb threat, gas leak, missing child etc.) You may be asked to make some more serious announcements, but you will be given the exact info that is needed to be relayed to the audience. Remember to stay calm!

If you are at a loss for words resort to a musical joke or similar good humour/banter or use Rule # 1.

If you have any questions, need help, or are going to miss a shift you are scheduled for please contact me. Cell number _____. I will be on the grounds from Friday morning until Sunday evening.

Thanks so much !!!

VOLUNTEER & ACCREDITATION

PURPOSE OF THE TEAM

To recruit and retain volunteers for the ongoing success of LFTR.

To provide identification and information to volunteers and others so that they can best serve the Festival .

To ensure that the Children’s Area tent is stocked, staffed and run in a child-centered, safe manner.

ROLE DESCRIPTIONS

Volunteer & Accreditation Program Manager ..	97
Accreditation Coordinator	102
Children’s Area Coordinator	106
Volunteer Coordinator	109

VOLUNTEER & ACCREDITATION PROGRAM MANAGER

Year Round, for all Society initiatives, appointed by Board (not a Board member), reports to Board, works most closely with the elected LFTR Membership Director.

Overview: The Volunteer and Accreditation Program Manager (VAPM) is responsible throughout the year for planning and oversight of the volunteer/accreditation initiatives of the Live from the Rock Blues and Folk Society, and is a member of the Festival Planning Team.

The VAPM supports (through liaison and collaboration) the work of the Volunteer Coordinator(s), Accreditation Coordinator(s) and Children’s Area (LFTR activity tent) Coordinator(s).

The VAPM is responsible for ensuring that policies and documents relating to volunteer roles and orientation are kept up to date and accessible. This includes any yearly updates to the *In Harmony LFTR Volunteer Manual* (and linked documents) and ensuring that these are accessible in print and digital format to all volunteers. The VAPM, with the LFTR Membership Director, is responsible for maintaining a data-rich volunteer list.

PRE-FESTIVAL PREPARATION

Ongoing	<ul style="list-style-type: none"> • Analysis and oversight of program needs • Recruitment (shared responsibility with Team and Board) • Reporting to Board (usually monthly) • Communication with Coordinators: team links, resources and time-lines
Sept/ October	<ul style="list-style-type: none"> • Post-fest reports, debriefs and initial program requests • Identify returning managers and coordinators (complete by January)
Oct	<ul style="list-style-type: none"> • Final updates to volunteer list and provide to Membership Director • Review volunteer data • Oversee update of <i>In Harmony, LFTR Volunteer Manual</i> (essentially timelines and roles) for print and on-line. • Updates are a shared task. In Harmony is a living usable document. A final print version should be prepared for February

Nov	<ul style="list-style-type: none"> • Revisions to Volunteer and Accreditation Program, and Children’s Area • Determine if requirements (hours, minimum age, benefits, recognition, etc.) are changing for that year. Major changes require Board approval. • Revise Volunteer Application (on-line and print) • Open on-line volunteer applications • Ensure Website Coordinator adds link, and updates Website info • Inform members/volunteers of changes and provide on-line link (with Membership Director)
Dec	<ul style="list-style-type: none"> • Holiday greeting to past volunteers/members (can be done with Membership Director)
Ongoing	<p><u>Post application opening</u> record keeping and volunteer support</p> <ul style="list-style-type: none"> • Printing, alphabetized filing of completed volunteer forms in binder (accessible complete information ensures due diligence) • Periodic update of spreadsheets • Keep a list of volunteers who have already committed themselves to a specific coordinator • Periodic contact with volunteers to keep them informed of the process and timelines • These responsibilities can be passed to the Volunteer Coordinators in May/June.
January	<ul style="list-style-type: none"> • Confirm Volunteer Program sponsorship for current year. Liaise with Sponsorship Coordinator to determine needs and who best does this. • Focus on Coordinator shortages and bring concerns to Team and Board for creative problem solving
Feb	<ul style="list-style-type: none"> • On-line/in person volunteer appreciation event and get together. This can be done at any other time of the year. Keep it simple, have fun and prizes, or tag on to another event.
March	<ul style="list-style-type: none"> • Get Festival 24 logo for volunteer Tshirts from Print Design Coordinator. Arrange for Vector file if possible or high resolution jpeg. • Provide sales with preliminary T shirt numbers and sizes based on previous year (173 regular and 11 tech –size breakdown on 23 doc or invoice) • Targeted recruitment letters to Confederation College and Lakehead University

<p>April</p>	<ul style="list-style-type: none"> • Recruitment Push: National Volunteer Week April 21-24, 2024 (see their website for helpful resources and themes) • Recruit through Website, Social Media, Membership, news-media with support from Communications Manager and Team
<p>May</p>	<ul style="list-style-type: none"> • Review Accreditation Program and role with Accreditation Coordinator(s); order needed badge-holders, lanyards and stock paper • Ensure 2024 badge template to Accreditation Coordinator, and that AD and TD have sent the Coordinator initial lists of performers and technicians • Send pdf of print volunteer form to network in Red Rock • Discuss student volunteering and recruitment with Nip-Rock HS • Update Volunteer Orientation Package (general information, check in process, ethics document, safety manual, coordinators list and communications protocol)
<p>June (or earlier)</p>	<ul style="list-style-type: none"> • Review Volunteer Program and role with Volunteer Coordinator(s) • Ensure copies of lists and information, and 2023 schedules (a gage of what is required for 2024) are shared for use by the Volunteer Coordinator • Review Children’s Area Program, Roles and Safety with Children’s Area Coordinator(s); assess inventory and items needed) • Begin monthly Coordinator meetings for ongoing information sharing and connection, orientation to Festival Structure/Network for support, email minutes and reminders (email information sharing is ongoing) • Ensure location from Site Manager for Volunteer and Accreditation shared check in at Fest, and for Children’s Area tent • Ensure Volunteer T-shirt design is acceptable to Sponsor (TBaytel) • At this point (perhaps earlier) the Volunteer Coordinator(s), Accreditation Coordinator(s) and Children’s Area Coordinator(s) are doing their work. The Role of the VAPM is to check in with them. Key deadlines for these Coordinators include: <ul style="list-style-type: none"> • June: application sorting and assignment to coordinators, t-shirt order confirmation (end June), all lists to accreditation for badges (end June) • June 30: All Accreditation badges complete and organized excluding late additions; list of Coordinators to Festival Program Coordinator (or sooner) • July 14 Coordinators have contacted all assigned volunteers to date with work instructions and preliminary schedules, and sent Volunteer Coordinator (VC) the schedules with any gaps noted • July 30 Absolute final date for Coordinators to send completed schedules to VC (for last minute assignments and Volunteer Check in and Support)

<p>July</p>	<ul style="list-style-type: none"> • Welcome and Orientation packages sent by email to all volunteers • End July: pick up volunteer Tshirts and any sponsorship items (bags, phones, banner), task may be shared with Sales or Sponsorship • August 1 (or sooner if positions filled): Close volunteer applications.
<p>Festival Setup: August (Week before Festival)</p>	<ul style="list-style-type: none"> • With Volunteer Coordinator(s): 1) Ensure Completion of Volunteer check-in items: Site Map, Coordinator Contact List, Orientation items (ethics, safety), extra application; (2) Volunteer check in tent information/data with: master volunteer list, individual volunteer forms (alphabetized -they include emergency contact information and allergies/health concerns listed), volunteer schedules, t-shirt assignment information, camping data; (3) purchase good snacks • With Accreditation Coordinator(s): Ensure completion of Accreditation Check-in items and binder • By end of Wednesday: Site Crew to stage tables, chairs, water, garbage cans in Volunteer/Accreditation Space, Hang sponsor signage; Site Manager to arrange access by volunteers to check in area (key, open door?) • Wednesday evening or early Thursday morning with Coordinators: Set up Volunteer/Accreditation check-in area, ensure V/A station has a radio and Coordinators knows protocol to show volunteer staff • Thursday: Site Crew to stage tables, chairs in Children’s Area tent for Friday morning set up by Children’s Area Coordinator (s)
<p>During the Festival</p>	<ul style="list-style-type: none"> • Work to be done, timing, volunteers needed, schedule • Check in with Volunteer Coordinator(s), Accreditation Coordinator(s) and Children’s Area Coordinator(s) to see that they have what they need • Assist with problem solving if needed
<p>End of the Festival</p>	<ul style="list-style-type: none"> • Wrap up on Sunday afternoon • Pack up instructions • Support Volunteer, Accreditation, Children’s Area with packing up; ensure that they have inventoried items • Keep information/data (binders etc) and left-over T-shirts; Site to store any other items • Thank Coordinators and volunteers

Post Festival - Sept	<ul style="list-style-type: none">• Follow up and information sharing for an even better festival next year• Volunteer thank you and survey on festival and their volunteer area• Coordinator request for changes to their area, role description• Appreciation event (may be held anytime throughout the year)
-----------------------------	--

OTHER, RESOURCES

Access to computer, internet and printer for communication and information storage; editable version of "In Harmony" and access to links noted there-in; Jotform password; complete Coordinator, volunteer and members lists (past and present); names of contact for sponsorship and recruitment (these are easily retrievable if lost). [Link to Gdrive folder.](#)

ACCREDITATION COORDINATOR

The Accreditation Coordinator is a LFTR Folk Festival Coordinator.

Your 2024 mentor and support person is the Volunteer and Accreditation Program Manager (VAPM), Cathy Morgan lfrmembership2@gmail.com.

Overview: The Accreditation Coordinator is responsible for assuring that those providing service or working at the festival/events have appropriate accreditation/identification. This is usually in the form of badges (holders and lanyards) and/or wristbands, and, in some cases, vehicle passes. This identification is used for access to certain specialized areas/activities of the festival, and to communicate festival roles and support efficient operations.

Accreditation badges are generally provided for performers and kin; sound technicians, stage crew, stage hosts, green room volunteers and photographers; festival coordinators; LFTR directors; artisans, food vendors, and dignitaries. Accreditation may also be called upon to provide meal vouchers/tickets for artists and sound techs, and to include additional information (ex. mini schedules) in artist's lanyards. These lists are not exclusive.

The Accreditation Coordinator should be organized; comfortable maintaining lists and ensuring they are current; able to work with basic document formats (and/or willing to learn or find someone for that task); comfortable interacting with people and accessing needed information; and scheduling and providing guidance to a small volunteer crew.

RESPONSIBILITIES PRE-FESTIVAL PREPARATION

**March
– April**
(may start in early May)
Preparation for Creating Badges

- Review previous year's accreditation documents, materials, lists and schedules.
- Ensure that the technology for editing and working with the accreditation templates and documents is available (usually this means access to word, opening pdfs, and printing). If this is not possible then contingencies need to be worked out right away.
- Check with the VAPM on Accreditation Station Hours and location. Follow-up on any location logistics if required.
- Get 2024 badge template from VAPM or make your own with 2024 Fest Logo and dates (This should be available by April). Be sure to print one to see how it will work. Keep the template simple for future volunteers. Logos and dates can be inserted in the 2023 template.
- Purchase any additional plastic id holders (ensure correct size), lanyards (compliment to 225 suggested), and card stock (probably not necessary, and other items needed and send annotated receipt to the VAPM.

<p>May</p>	<ul style="list-style-type: none"> • (by May 4) The VAPM will provide you with a list of Coordinators and Directors. The Artistic Director will supply you with list of artists, and the Technical Director with a list of technicians and stage crew. You can begin completing these badges. AD and TD list badges should all be one colour to aid with back stage security. And other groups should have separate colours to aid in easy identification. All these lists will be fairly accurate. • You can begin putting this information, as you receive it, on the appropriate badges, by computer or (artistically) by hand. If you are using hand then you will have to make sure the badges for each group have been printed on the same colour cardstock, and that you have printed extra "blank" badges to account for changes. Whether using hand entry or computer entry, printing extra "blank" badges for all categories is always necessary as changes can occur at the last minute and information will need to be entered. • As badges in any category are created they may be cut out and placed in id holders. These must be kept well organized. It is advised not to attach the lanyards. • VAPM or Hospitality Coordinator will let you know if food vouchers are required and how many. These can be created (there is a template which will just need to be updated). • Create generic Vehicle Passes. The 2023 list will let you know how many to make. • Determine volunteer staffing requirements for the Accreditation Station. You may seek your own volunteers or let the Volunteer Coordinator lftrfestivalvolunteer@gmail.com know how many you need and when. • May is a good time to set up your organization of lists and badges. • You may receive preliminary lists from other areas to work with.
<p>June 4, 2024</p>	<ul style="list-style-type: none"> • This is the deadline for coordinators, directors, and managers to send you "final" lists for badges. Give them a day of two then insist on lists (Coordinator email addresses are on the Coordinator's list you will receive). Artistic director lftrartistic@gmail.com for artists and kin, dignitaries; Technical director to send sound techs and stage managers; Artisan Coordinator for artisans (deadline exception: June 30, but may get earlier); and Food Vendor Coordinator for food vendors. The Volunteer Coordinator will send lists of others who need accreditation – Stage Hosts, Green Room, Campfire, but these may not be complete as volunteers schedules are completed in July. • The Artistic Director may want inserts of each artists schedule in their badges. If so these must be in a format that will be easily inserted. Otherwise the master schedule (one pager) will just have to be copied, folded and given to each performer. It is too hard to reformat these lists as id size cards.

<p>June 30</p>	<ul style="list-style-type: none"> • All Accreditation badges complete and organized excluding late additions. There will always be last minute updates, which is why having extra "blanks" is a great idea. <ul style="list-style-type: none"> • Attend Coordinator's Meetings (in person or on-line) TBA
<p>Late June/ Early July</p>	<ul style="list-style-type: none"> • Contact your volunteers and arrange scheduling. You will have received a list of potential volunteers from the Volunteer Coordinator lfrfestivalvolunteer@gmail.com or may have already found volunteers (make sure that they have filled out a volunteer form through the website www.livefromtherockfolkfestival.com and noted that they have committed to you).
<p>July</p>	<p>By July 14: Contact all Accreditation Station volunteers with work instructions and preliminary schedules, and send Volunteer Coordinator (VC) the schedules with any gaps noted</p> <p>July 30: Absolute final date for Coordinators to send completed schedules to VC (for last minute assignments and Volunteer Check in and Support)</p> <ul style="list-style-type: none"> • Check on wristband distribution protocol with VAPM • Fine Tuning and follow-up
<p>Festival Setup</p>	<ul style="list-style-type: none"> • With VAPM: Ensure completion of Accreditation Check-in items and binder • By end of Wednesday: Site Crew to stage tables, chairs, water, garbage cans in Volunteer/Accreditation Space, Hang sponsor signage; Site Manager to arrange access by volunteers to Accreditation check in area (key, open door?) • Wednesday evening or early Thursday morning with VAPM: Pick up required wristbands and instructions on their use; Set up Volunteer/Accreditation check-in area, ensure V/A station has a radio and you know radio protocol to share with your staff • The Accreditation Station (which will likely be shared with the Volunteer Check-in Station) opens Thursday at NOON.
<p>During the Festival</p>	<p>Work to be done, timing, volunteers needed, schedule</p> <ul style="list-style-type: none"> • Meet new volunteers at the start of each shift to orient them. The Accreditation Check-in Station will likely be with the Volunteer check-in Station in a building that can be locked, where you can store all materials safely and where snacks will be available. IF NOT, you are responsible for safely storing materials after shift and bringing materials to shift, and bringing snacks to your crew. • Enjoy the Fest!

End of the Festival	<p>Wrap up on Sunday afternoon, Pack up instructions</p> <ul style="list-style-type: none"> • Encourage folks to return badge holders and lanyards. • Count the number that you have for next year, record and give to VAPM with any information/binders etc. Who keeps what can be negotiated. • Thank all volunteers including yourself for your great work.
Post Festival	<p>Follow up and information sharing for an even better festival next year</p> <ul style="list-style-type: none"> • Complete report on your area and any changes you would like to see in the area or your or role description • Complete the survey on the Fest and your volunteer experience • Attend the Appreciation event (which may be held anytime throughout the year)

OTHER

Using lead hands, experienced and trusted volunteers, to take on 12-15 hours (or more if they are willing) to do portions of this work (ex. shift orientation for new volunteers, making and printing badges, stuffing lanyards) is a good way to lessen the workload and build capacity for future coordination. Another option is to share the workload with a Co-coordinator. Inform the VAPM if you are doing this.

You are the best – thank you!

RESOURCES

The Documents to help you organize are found in the [2024 Accreditation supplemental resources folder on the Gdrive](#)

If you cannot access these through Gdrive let the VAPM know lfrmembership2@gmail.com and they can send them to you.

What to expect on the Accreditation Check In Crew !

- A great place to work
- On-site orientation from the Coordinator or an experienced hand.
- Frank may just be gently playing harp or mandolin (when he isn't working)
- That you get to meet and greet artists, dignitaries, etc. (that's pretty special!!!)
- Providing performers and other accredited folks with required id badges etc.)
- Providing information on schedules, resources, meals (if applicable) and more
- Be sure to review the accreditation resources and the Festival Program booklet
- Fielding questions – knowing who to contact for support
- Being a Festival and regional ambassador

If you love meeting people - people who are excited to be there – and you want to learn more about all parts of your festival, then this is the role for you!

CHILDREN'S AREA COORDINATOR

The Children's Area Coordinator(s) is an LFTR Folk Festival Coordinator

Your 2024 mentor and support person is the Volunteer and Accreditation Program Manager (VAPM), Cathy Morgan lftmembership2@gmail.com.

The Sponsorship and Partnership Manager is a liaison, as they organize partnerships providing child and family focussed activities which complement the activities of the LFTR Children's Area activity space.

Overview: The Children's Areas Coordinator is responsible for planning and setting-up a child/family centred activity tent/area for the LFTR Folk Festival. In addition, the Children's Area Coordinator (with the Volunteer Coordinator) is responsible for vetting, assigning and scheduling responsible volunteers to work in the Children's Area. The Children's Area Coordinator(s), VAPM and lead volunteers (with considerable experience in a child/family-centred role) are responsible for providing orientation to all Children's Area volunteers on best practice and policies for this area, and safety protocols.

The Children's Area Activity Space is usually a tent located near the Bayside (Family) Stage, and community-based alternative activities (ex. Parks Canada). It usually includes a small creative play area, a reading (story-telling) area, and lots of room for child-led artistic creation. Activities may be planned and advertised, though these types of activities are more commonly provided by outside partners. Children, 12 and under must be supervised by their guardian. Each shift must have at least one lead hand (volunteer with considerable experience in a child/family-centred role). Youth volunteers are frequently assigned to the Children's Area, but never in a supervisory role. The Children's Area activity space is a great place to work.

The Children's Area Coordinator must have demonstrated experience in a child/family-centred role; be comfortable interacting and guiding people of all ages; and able to schedule, provide guidance to, and support a small volunteer crew.

RESPONSIBILITIES

PRE-FESTIVAL PREPARATION

<p>June</p>	<ul style="list-style-type: none"> • (or earlier) Review Children’s Area (activity space) Program and role with VAPM, and intersection with activities provided by partners. • Review 2023 inventory (and 2024 budget) with VAPM and decide what other materials should be obtained or purchased, and decide who will do this (receipts must be provided to VAPM). • (or earlier) attend monthly Coordinator meetings for ongoing information sharing and connection, orientation to Festival Structure/ Network for support. • Create a schedule, based on 2023, with revisions for any changes in festival Operations times. Share this with the Volunteer Coordinator. • With Volunteer Coordinator, find qualified lead volunteers for each shift (usually requires 3 12-15 hour volunteers). • The Volunteer Coordinator will send you a list of volunteers with their information. If you find your own, they need to fill out volunteer forms for the Volunteer Coordinator and indicate that they are just for your area.
<p>July</p>	<ul style="list-style-type: none"> • Contact and schedule all volunteers. • July 14 this is the deadline for Coordinators to send preliminary schedules to the Volunteer Coordinator. By this date Coordinators should have contacted all assigned volunteers with instructions and preliminary schedules. • July 14 -30 the Volunteer Coordinator will assign to fill in any gaps in staffing, or the VAPM will discuss contingencies if these cannot be filled. • July 30 Absolute final date for Coordinators to send completed schedules to the Volunteer Coordinator (for last minute assignments and Volunteer Check in and Support documentation) • (or earlier) Lead hands are a tremendous resource. A ZOOM to familiarize them with resources, and collaboratively finalize planning for the space and any activities (especially those that make good use of their expertise) and to work out any details on protocol is highly recommended.

Festival Setup	<ul style="list-style-type: none"> ● By late Thursday: Site Crew to stage tables, chairs, water, garbage cans in Children’s Area Activity Space. VAPM will deliver materials (totes). ● Friday Morning (pre-opening). Set up Children’s Area Activity Space. ● Ensure Children’s Area has a radio and you know radio protocol to share with your lead volunteers. ● Ensure there is a lead volunteer for each shift and that they are well-oriented and have access to the Safety sheet.
During the Festival	<ul style="list-style-type: none"> ● Work to be done, timing, volunteers needed, schedule ● Ensure there is a lead volunteer for each shift and that they are well-oriented and have access to the Safety sheet. ● Meet new volunteers at the start of each shift to orient them. If a volunteer is assigned mid-shift this can be done by the lead-volunteer. ● Enjoy the Fest!
End of the Festival	<p>Pack up instructions for Sunday afternoon</p> <ul style="list-style-type: none"> ● (with others) Inventory items and note any items that need replacing, or new items that need to be obtained. Copy this information to the VAPM (jpeg will do). ● (with others) Pack up items (label totes). The VAPM will have Site pick these up for storage. ● Thank all volunteers including yourself for your great work.
Post Festival	<p>Follow up and information sharing for an even better festival next year</p> <ul style="list-style-type: none"> ● Complete report on your area and any changes you would like to see in the area or your or role description ● Complete the survey on the Fest and your volunteer experience ● Attend the Appreciation event (which may be held anytime throughout the year)

OTHER

This workload is easy to share with a Co-Coordinator, and this allows you to operate readily as shift leads as well. Using shift leads (aka lead hands), experienced and trusted volunteers, to take on 12-15 hours (or more if they are willing is a good way to lessen the workload and build capacity for future coordination.

You are the best – thank you!

RESOURCES

The Documents to help you organize are found in the [2024 Children’s Area supplemental resources folder on the Gdrive](#)

If you cannot access these through Gdrive let the VAPM know lftmembership2@gmail.com and she can send them to you.

VOLUNTEER COORDINATOR

The Volunteer Coordinator is an LFTR Folk Festival Coordinator

Your 2024 mentor and support person is the Volunteer and Accreditation Program Manager (VAPM), Cathy Morgan lftrmembership2@gmail.com.

Overview: The Volunteer Coordinator is responsible for assigning volunteers to LFTR Festival Teams based on Team needs and schedules, volunteer preferences and capabilities. The Volunteer Coordinator must keep accurate records of volunteer information and assignments. The Volunteer Coordinator is also responsible for scheduling and support of volunteer staff at the Volunteer Check-In Station.

The Volunteer Coordinator, supported by the VAPM, is responsible for maintaining and organizing forms and data for a variety of uses including T-shirt orders, general volunteer support and the Festival Volunteer Check-In process. These include, but are not limited to, all application forms, current volunteer-information spreadsheets, and coordinator schedules. The Volunteer Coordinator has regular contact, by email (usually group email) or phone, with Coordinators and volunteers, to provide and receive required information. The Volunteer Coordinator provides general information on the Festival and volunteer options to applicants, but is not responsible for “training” volunteers or providing coordinator support beyond volunteer assignment and information.

The Volunteer Coordinator should be organized and flexible to ensure successful matching of human resources to need. The VC should be comfortable maintaining and using data and lists and ensuring these are current, and able to work with basic document formats. The VC needs to be comfortable interacting with people and accessing needed information; and scheduling and providing guidance to a small volunteer crew (who will handle Festival Volunteer Check-In).

RESPONSIBILITIES

PRE-FESTIVAL PREPARATION

June	<ul style="list-style-type: none">• (or earlier) Review Volunteer Program, role and resources with VAPM• (or earlier) Begin monthly Coordinator meetings for ongoing information sharing and connection, orientation to Festival Structure/ Network for support, email minutes and reminders (email information sharing is ongoing)• Review lists and information, and 2023 schedules (a gauge of what is required for 2024) provided by VAPM. This will include general Festival information, updated coordinator and volunteer role descriptions, an updated Volunteer Orientation Package, all volunteer applications (an information spreadsheets) to date (including assignments that have been made). There will be a digital link for most of this.• Begin application sorting and assignment to coordinators. You should ask Coordinators for 2024 schedules, but do not wait for them. Use previous year's schedules (taking into account any Festival schedule changes) to assist in the assignment process. Volunteer lists to Coordinators need to include contact information, if they have committed directly to that Coordinator, times available, and any restrictions.• Keep VAPM informed of areas where shortages may be critical, so contingencies can be made.• Be sure to keep a list of volunteers that you have assigned to each area and note those who have committed exclusively to a Coordinator so that they remain assigned there.• Remind Coordinators that they need to confirm with their volunteers and complete scheduling. This will have been covered by the VAPM in Coordinator Orientation.• June 30: All Coordinators should have received at least one list of volunteers to contact and schedule for their Team.
July	<ul style="list-style-type: none">• The VAPM will send out the Welcome and Orientation packages by email to all volunteers, using addresses from the volunteer spreadsheet; and share wristband colours and protocol for use at the Festival Volunteer Check-In.• July 14 This is the deadline for Coordinators to send preliminary schedules to you. By this date Coordinators should have contacted all assigned volunteers with instructions and preliminary schedules.• July 14 -30. Assign to fill any gaps noted in schedules.• July 30 Absolute final date for Coordinators to send completed schedules to you (for last minute assignments and Volunteer Check in and Support documentation)

August 1	<ul style="list-style-type: none"> • Volunteer applications are closed. You may get emails or calls and must use your discretion on accepting more volunteers. They should be accepted if they can fulfill a need.
Festival Setup	<p>Week before Festival</p> <ul style="list-style-type: none"> • With VAPM, prepare and Complete Volunteer Check-In tent information binder with: master volunteer list; individual volunteer forms (alphabetized -they include emergency contact information and allergies/health concerns listed); volunteer schedules; t-shirt order information; and blank spare volunteer forms (or have a computer and printer available to print new forms) • By end of Wednesday: Site Crew to stage tables, chairs, water, garbage cans in Volunteer/Accreditation Space, Hang sponsor signage; Site Manager to arrange access by volunteers to Volunteer check in area (key, open door?) • Set up check in: Stock pens, clipboards and highlighters; stock quantities of bug spray, hand sanitizer, sunscreen and disposable masks – other First Aid needs like band aids, etc. will be supplied by sending volunteers over to First Aid station. Stock Volunteer snacks (These items will likely have been purchased by the VAPM – discuss with them). • Organize table and tent with volunteer packages, t-shirts and other requirements. • Wednesday evening or early Thursday morning with VAPM: Pick up required wristbands and instructions on their use; Set up Volunteer/Accreditation check-in area, ensure V/A station has a radio and you know radio protocol to share with your staff • The Volunteer Station (which will likely be shared with the Volunteer Check-in Station) opens Thursday at 9AM.
During the Festival	<p>Work to be done, timing, volunteers needed, schedule</p> <p>Meet new volunteers at the start of each shift to orient them. The Volunteer Check-in Station will likely be with the Accreditation Check-in Station in a building that can be locked, where you can store all materials safely and where snacks will be available. IF NOT, you are responsible for safely storing materials after shift and bringing materials to shift.</p> <p>Enjoy the Fest!</p>
End of the Festival	<p>Wrap up on Sunday afternoon</p> <p>Pack up instructions</p> <ul style="list-style-type: none"> • Inventory any T-Shirts and Items left, record and give information to VAPM. Gather information binders and data. Give these, and any information, to the VAPM. Who keeps what can be negotiated. <p>Thank all volunteers including yourself for your great work.</p>

Post Festival	<p>Post Festival</p> <p>Follow up and information sharing for an even better festival next year</p> <ul style="list-style-type: none"> • Complete report on your area and any changes you would like to see in the area or your or role description • Complete the survey on the Fest and your volunteer experience <p>Attend the Appreciation event (which may be held anytime throughout the year)</p>
----------------------	--

OTHER

This workload is easy to share with a Co-Coordinator and has been traditionally done as a pre-festival volunteer assignment role, and a Festival set-up and Volunteer Check-in role.

Alternately, using lead hands, experienced and trusted volunteers, to take on 12-15 hours (or more if they are willing) to do portions of this work (ex. shift orientation for new volunteers, printing volunteer applications and filing them alphabetically). This is a good way to lessen the workload and build capacity for future coordination. Inform the VAPM if you are doing this.

You are the best – thank you!

RESOURCES

- The Documents to help you organize are found in the [2024 Volunteer Coordinator supplemental resources folder on the Gdrive](#) If you cannot access these through Gdrive let the VAPM know lftmembership2@gmail.com and they can send them to you.
- The VAPM will provide you with application (Jotform) passwords, and the annotated Membership/Volunteer lists. These are not located in supplemental resources due to privacy issues.

What to expect on the Volunteer Check In Crew!

- A great place to work
- On-site orientation from the Coordinator or an experienced hand.
- Meeting and greeting each volunteer
- Checking them in and collecting required information.
- Giving them a wristband and t-shirt (if they applied on time)
- Providing information on schedules, locations, resources and more
- Be sure to review the volunteer check-in resources and the Festival Program booklet
- Fielding questions – knowing who the volunteer can call for support
- Replenishing snacks and beverages from the supply.

If you love meeting people - people who are excited to be there – and you want to learn more about all the parts of your festival, then this is the role for you!

REFERENCES

Emergency Management Plan - Contact lfrmembership2@gmail.com for access

Safety & Security Manual (This will be updated for 2024)

Volunteer Handbook (This is from 2022 and there are a few changes for 2024. It will be updated)

Festival Planning Timeline

Festival Hours of Operation

All Supplemental Resources



Canada Vignettes:
Log Driver's Waltz



Pull-a-log Park in Red Rock Township

