Viewing Party Tips for a Successful Event

These are our suggestions which are in no particular order. Please remember to be customer service oriented as we want our alumni to continue attending our events and to remain involved with the UA.

- Secure private area with sound to watch the game with your constituents
- Have restaurant/bar staff wear UA clothing and stickers (or red and blue)
- Obtain food and drink specials 5 days in advance so there is enough time to advertise
- Post complete viewing information on Web site and Facebook
- Hold raffles to raise money for your group (merchandise or 50/50)
- Secure membership discount at restaurant/bar
- Provide decorations to restaurant/bar in advance so they do the decorating in advance
- Have the bar/restaurant sponsor decorations for your viewing party events (flags, banners, signs)
- Music – play Pride of Arizona music to help give your event more of a UA feel
- Program – have short program to talk about the Alumni Association and your group
- Have board members in attendance look professional and wear name badge
- Do not get drunk – you are representing the UA and Alumni Association – don’t want to make a bad impression
- Take notes – sometimes alumni in attendance will ask you a question you don’t know or request information that isn’t available at the time – follow up is important
- Provide great customer/alumni service – we need to in order to have repeat customers – we need to build up a loyal and engaged alumni base – loyal alumni become financial supporters
- Have the bar/restaurant create a UofA transaction code to track event revenue throughout season
- Secure table(s) or chair(s) for group’s V.I.P.’s/ board members
- Play DVD about UA or UAAA before or during the game
- Create group slideshow and play it before or during the game
- Always have information about your group and your upcoming events
- Always have information about UAA membership, P.A.W.S. and the Wildcat Career Network
- When possible, provide football and/or basketball schedule posters and magnets i.e. chotskies or even copies of Alumnus magazine and UAAA stickers
- Make sure your venue carries the channel that the game will be on at least 7 days prior
- Collect information from your constituents (name, grad year, phone number, e-mail, address)
- Arrive 30 minutes prior to event to decorate (if applicable) and to greet early arrivers

Contact your consultant at least 7 days in advance for event supplies (if need be), 14 days in advance if you need an e-mail blast sent on the chapter’s behalf, if you have any questions, and to add your event to the Web site.

- Event supply request form: http://arizonaalumni.com/chapters-and-clubs-online-resources#Events
- Add event to UAAA calendar: http://arizonaalumni.com/chapters-and-clubs-online-resources#Events
- Television info: http://www.arizonawildcats.com/ (under sports)