



Team Description and Responsibilities

The Louisiana Legends Festival is dependent on a flat, energized Team structure that:

- Keeps the Mission of Claiborne Unite as the key focus of all activities
- Works with integrity toward each other, delegating, and accepting an active role
- Is committed to the budget guidelines, responsibilities, and time expectations
- Works in collaboration, maximizing results while minimizing workload on individuals
- Team assignments are on volunteer basis, unless specific jobs approved by the LLF Steering Team

All Teams will have a Captain. We strongly encourage each team to have Co-Captains. Each Team Captain is responsible for calling meetings as required. The meetings can be called by the Team Captain, the LLF Operations Team, or the LLF Director with minimum of 24 hours' notice. The Teams will meet as frequent as necessary in the planning and execution of the festival. Team meetings do not require a quorum to proceed with action. Meetings can be held in person, virtual, or by conference call.

Each member of CUF receives Community Partner Points for every participated activity. Additional points are earned at each increased activity level. Captains, Co-Captains, Team Leads, all earn additional points for their work. The additional points accelerate each participate to higher point levels that generate important multipliers.

LLF FESTIVAL GOVERNANCE

Claiborne Unite Foundation, Inc (CUF) is the producer of the Louisiana Legends Festival. CUF is governed by an elected board of directors. Membership in CUF is open to interested parties.

Louisiana Legends Festival is governed by the:

Operations Team: The LLF Operations Team is the authority on all decisions that require the fulfillment of the mission of the festival. The LLF Operations Team voting membership is made up of 1) LLF Director 2) LLF Operations Officer 3) LLF Marketing Team Chair 4) LLF Sponsor Team Chair 5) LLF Talent and Entertainment Chair. The LLF Director or designate chairs the Operations Team. The LLF Operations Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival.

Steering Team: The LLF Steering Team is the working Team for all recommendations for the successful planning and execution of the festival. The Steering Team will have final decision on the dates, structure, timing, participants, and funding of the event. The Steering Team is to report on closed items of the working Teams, advise of decisions made or pending, and solicit the review of the Operations Team. The goal of the Steering Team is to make decisions within the Team Description and Responsibilities of each Team. The LLF Steering Team membership is made up of each Working Team Captain (co-captain), the Operations Team, and any at large members that are requested by the Steering Team. The LLF Operations Officer or designate will chair the Steering Team. The LLF Steering Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival.



Team Description and Responsibilities

Festival Working Teams

Ambassador Team: The Ambassador Team is responsible for working with each Team, the public, and the Community Organizations Partners to build a large base of Ambassadors. The Ambassador Team is responsible for collecting a database of Ambassadors, assigning the Ambassadors to direct task and schedule, coordinating Ambassador premiums, and conducting Ambassador orientation. Ambassadors should be scheduled for set-up, day of event, and clean-up. The chair of the LLF Ambassador Team should be nominated from the Team members and approved by the LLF Steering Team. The LLF Ambassador Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival.

Positions: Ambassador Team Captain, Co-Captains, Ambassadors

Art Team*: The Art Team is responsible for the Art and Crafts Court, coordinating the participation of artists, displays in the designated area, including set-up and clean-up. The desire of the LLF Art Team is to provide exposure for local and regional arts and crafts, working with the Cultural Art Center to provide a unique experience. The chair of the LLF Art Team should be nominated from the Team members and approved by the LLF Steering Team. The LLF Art Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival. The LLF Art Team can be combined with Vendor and Court if recommended by the Teams and approved by the LLF Steering Team.

Positions: Art Team Captain, Co-Captains, Ambassadors

Community Organizations Team: The Community Organizations Team is responsible for obtaining and coordinating the participation of certified LLF Community Organizations Partners that are consistent with the mission of the festival. Community Organizations are defined as Non-profit, religious, school, civic or service organizations that are required to raise funds for their organizations. The Louisiana Legends Festival currently requires eligible organizations to be based in or the majority of their work must be done in Claiborne Parish.

This includes active solicitation Community Organizations to participate and maximize efforts to earn points in the Festival Partner program and to fill the Community Organizations Food Court with a diverse offer of local and regional food. All Community Food Court Partners are required to follow the Community Organization Food Court Guidelines. The chair of the LLF Community Organizations Team should be nominated from the Team members and approved by the LLF Steering Team. The LLF Community Organizations Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival.

Positions: Community Organizations Team Captain, Co-Captains, Ambassadors

Court Coordinators: Courts are designated areas created to highlight key components of living and visiting Claiborne Parish. The courts create marketing opportunities for sponsors and operating funds for the festival. The Court Coordinators are responsible for the execution of each of the designated Courts that reflect life in Claiborne Parish and provide needed funding. The Court Coordinators will look to maximize exposure for and interest in each specific court. The Court Coordinator is responsible for delivering a message and interest that is consistent with the branding / partner commitments made with the Festival Sponsors.

The Court Coordinators are encouraged to ask for assistance and to use volunteers to assist. Regular participation in the planning meetings is required for the coordinators. Court Sponsorships are used to generate operating funds for the festival. If there are spend requirements for the court, the coordinator is asked to present the spend budget prior to the May meeting.



Team Description and Responsibilities

The Courts currently have two tiers: Sponsor Courts and Community Spotlight Courts.

SPONSOR COURTS

The Sponsor Courts are a major focus of the festival as indicated by their larger footprint and placement at one of the festival entrances. The goal of the Sponsor Courts is to highlight the multiple resources in each category that serve the residents and visitors of Claiborne Parish. The Sponsor Courts currently include the Healthcare Court and the Outdoor Recreation Court. Other areas of focus may add additional Sponsor Courts in the future.

Healthcare Court Coordinator: The Healthcare Court Coordinator will be responsible for the execution of the designated Healthcare Court. The goal of the court is to honor, promote, inform, entertain, and provide awareness of the healthcare assets within and near Claiborne Parish. The sponsored Healthcare Court will provide free table/booth space for any Claiborne Parish healthcare entity, or one serving Claiborne Parish. The participants are required to provide table, material, and staff for the entire time of the festival.

Outdoor Recreation Court Coordinator: The Outdoor Recreation Court Lead will be responsible for the execution of the designated Outdoor Recreation Court. The goal of the court is to honor, promote, inform, entertain, and provide awareness of the Outdoor Recreation assets within and near Claiborne Parish. The sponsored Outdoor Recreation Court will provide free table/booth space for any Claiborne Parish Outdoor Recreation entity, or one serving Claiborne Parish. The participants are required to provide table, material, and staff for the entire time of the festival.

COMMUNITY SPOTLIGHT COURTS

The Community Spotlight Courts are designated areas of the festival that spotlight key sponsors and specific festival attendee interest. These areas operate within the festival map. The Spotlight Courts currently include 1) Kids Kourt 2) Producer's Court 3) History Court and 4) Small Business Court. The goal of the Spotlight Courts is to highlight participants in sections of the festival that provide goods, services, or items to purchase while attending the festival.

Kids Kourt Coordinator: The Kids Court Coordinator will be responsible for the execution of the activity and items that include the interest and activity for participants under the age of 10 years old. This may include the activities of art, crafts, education, demonstrations, or low injury risk activities.

Producer's Court (Farmer's Market): The Producer's Court Coordinator will be responsible for the execution special area of the festival for vendors that sell in the local Farmer's Market. This sponsored area allows vendors that generally operate in the local market a place to sell their goods in the mapping of the festival. There is no charge for vendors in the farmer's market as long as the vendor fits within the guidelines of the festival. Vendors are not allowed to sell ready to eat meal or drink items. Actions in the Producer's Court should promote the weekly Farmer's Market activities in the parish.

History Court Coordinator: The History Court Coordinator will be responsible for the execution of the items that include the historical interest of the festival. This may include the activity around the historical courthouse including scheduled tours, the activities of the museum, and any new or additional historical activities.

Claiborne Parish Small Business Coordinator: The Small Business Court Coordinator will be responsible for the coordinating and to assist in communicating any offers of Claiborne Parish Small Business promotions, activities, or services for festival attendees. This may include the activity of business around the historical courthouse or any of the retail shopping areas of the Parish.

Positions: Healthcare Coordinator; Outdoor Recreation Coordinator, Kids Kourt Coordinator; Producer's Court Coordinator, History Court Coordinator, Small Business Coordinator

Hospitality Team: The Hospitality Team is responsible for the coordination of the hospitality needs of the Legend and Sponsor Dinner and the Hospitality of the VIP and Talent areas of the festival. This requires coordination between the Sponsor Team and available food product and the Talent team based on specific requirements.



Team Description and Responsibilities

Positions: Hospitality Team Captain, Co-Captains, Ambassadors

Legends Council: The Legends Council is a sponsor tier that is responsible for the annual selection of the Louisiana Legends Festival Honoree.

Legend Honors Team: The Legends Honors Team is responsible for the coordination of the Legends Art Honor Program, Legend Overnight Housing requirements, and the Legend Meet and Greet.

Positions: Legends Honors Team Captain, Co-Captains, Ambassadors This could be a designated Community Organization or a sponsored event. This is a “good of the festival” event.

Marketing Team: The LLF Marketing Team is responsible for developing the public relations strategy, the marketing message, the marketing calendar, to maximize regional exposure working within the budget guidelines provided by the LLF Operations Team. The Marketing Team is responsible for all marketing efforts including event t-shirts, event posters, and the Festival Event Tent including set-up and clean-up. The Marketing Team is responsible for the consistent branding and messaging of all initial marketing messages. The Marketing Team is encouraged to be creative and to deliver a unique message at minimal cost. The Marketing Team is the gatekeeper of consistent message and branding. The Marketing Team is responsible for delivering a marketing message that is consistent with the branding / partner commitments made with the Festival Sponsors, provide success measurements, Return on Investment, and post event sponsor recaps. The chair of the Marketing Team should be nominated from the Team members and approved by the LLF Steering Team. The LLF Marketing Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival.

Positions: Marketing Team Captain, Co-Captains, Ambassadors

Special Event Organization:

Claiborne Unite Foundation may identify Special Events for the Festival. Special events are approved events that work with CUF Mission, use the LLF branding and marketing, but require expertise and organizational assistance above the bandwidth of Claiborne Unite Foundation.

Claiborne Unite Foundation sets and receives the sponsorship requirements of the event. Claiborne Unite Foundation will fold the event into the event branding and marketing plan. The Community Partner operating the special event is subject to the guidelines of CUF, but is in control of any entry, registration, premiums of the event, revenue, expenses (including any additional insurance), and designated proceeds of the event. Community Partner’s that have an interest in running a LLF Special Event must apply to the CUF Board for approval. The application must include a description of the event, the scope of the event, the Community Partner of the event and a business proforma. All Special Events applications must be approved by the CUF Board before planning can proceed. Special Event lead sponsorship fees are the property of Louisiana Legends Fest and are used for additional marketing and operating cost of the festival. Approved events may have a cap on net proceeds that requires proceeds over the line be designated as part of the festival grant pool.

Each approved LLF Special Event must designate a Special Event Lead person. The Special Event Lead is the key point of contact that represents the Special Events for approval, branding, and marketing coordination. The Special Event Lead (or designate) must attend the LLF Planning Meetings and provide update on event, interest, and planned execution. Special events are responsible for set-up and clean-up.

Event examples: 5K, Car Show, Fishing Tournament, Art Show, Athletic Tournaments, etc. Community Partner Special Events direct volunteers only accumulate Community Partner Points if the proceeds or activity fulfil the “good for the festival’ criteria. Organizations can register a LLF Special Event and operate that event under the LLF marketing umbrella. Register at www.legendsfest.us



Team Description and Responsibilities

Sponsor Team: The Sponsor Team is responsible for securing sponsors for Event, Stages, Courts, Special Events, and Festival exclusives (communication, legal, etc.), including event dinner. Sponsor experience including set-up and clean-up, working within the budget guidelines as set by the LLF Operations Team. Funding for the Louisiana Legends Festival will depend on multiple named sponsors for the designated areas. Each sponsor opportunity should offer marketing opportunities for business entities. The goal of the Sponsor Team is to secure funding for the festival and build long term relationship between the festival and the sponsor. The Captain of the Sponsor Team should be nominated from the Team members and approved by the LLF Steering Team. The LLF Sponsor Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival.

Positions: Sponsor Team Captain, Co-Captains, Ambassadors

Security and Safety Team: The Security and Safety Team is responsible for event security, sanitation, and safety including set-up and clean-up. The LLF Security and Safety Team is responsible for coordinating safety, security, and sanitation with multiple law enforcement and first responders. Working cooperatively with all interested units, the Security and Safety is responsible for pre-event planning, set-up, clean-up, and day of event security. The chair of the LLF Security and Safety Team should be nominated from the Team members and approved by the LLF Steering Team. The LLF Safety and Security Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival. The LLF Security and Safety Team could include sub-Teams 1) Security 2) Parking 3) Sanitation

Positions: Safety and Security Team Captain, Co-Captains, Ambassadors

Talent Team: The Talent Team is responsible for providing a diverse slate of artists that create local and regional interest with the goal to draw a large crowd, working within the budget guidelines as set by the LLF Operations Team. The Talent Team will establish the event calendar, venue allotment, venue set-up, determine, and be responsible for talent participation, including set-up and clean-up. Currently the festival is comprised of two stages (Main and Gospel). Additional requests for stages and non-stage performances are at the recommendation of the LLF Event and Talent Team. This Team is the key to determining how many slots are available and selecting a great line-up. The chair of the Talent Team should be nominated from the Team members and approved by the LLF Steering Team. The LLF Talent Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival.

Positions: Talent Team Captain, Co-Captains, Ambassadors

Vendor Team*: The Vendor Team will be responsible for blocking, selling, booth space, creating exciting and diversified offerings including set-up and clean-up, working within the budget guidelines provided by the LLF Operations Team. The Vendor Team is responsible for creating an environment that is coordinated and appreciative of the participating vendors. The chair of the Vendor Team should be nominated from the Team members and approved by the LLF Steering Team. The LLF Vendor Team will meet as needed based on festival activities. Meetings may be called more frequently during the planning and execution of the festival.

Positions: Vendor Team Captain, Co-Captains, Ambassadors

*The LLF Vendor Team can be combined with Court and Art if recommended by the Teams and approved by the LLF Steering Team.