

## COMMUNITY EVENT SERIES OVERVIEW

As part of our commitment to the Cooperative Principles of *Education Training and Information* and *Concern for Community*, our Co-op hosts events focused on food, health, environment, and skill building. We aim to draw on the skills of our membership and partner with local businesses and organizations to empower our community.

## VENUE

- Events are held in the POWER/EEFC Conference Room on the first floor of The Factory building; the room seats 35 and features tables, chairs, a white board, and wifi.
- Our event space is handicap accessible. The Co-op will make every effort to accommodate those with disabilities.

## SCHEDULING

- Events proposals are accepted on a rolling basis with events scheduled at least five weeks in advance. Once confirmed, event date, time, and location cannot be changed.
- Community Events are held on weekends between 10 AM-noon or 1-3 PM. Wellness Wednesday lectures are offered from 7-8 PM on the first Wednesday of every month. If there is a conflict with a presenter's schedule our venues availability, we will explore other dates and times.

## EQUIPMENT & SUPPLIES

- Upon request, the Co-op can provide A/V equipment including laptop computer, digital projector and screen, and speakers.
- The Co-op can provide sampling supplies including plates, bowls, cups, utensils and napkins. Demo ingredients can be purchased at the Co-op in coordination with Marketing staff within a general budget of \$50 (absorbed by the Co-op).
- Handouts and supplies are the responsibility of the presenter coordinated with Marketing at least one week in advance.

## EVENT PROMOTION

- The Co-op will produce event posters/handbills, set up ticketing through Eventbrite.com, post the event on our website and other online event calendars, and create a Facebook event page.
- We ask that you defer to the Co-op Facebook event listing and Eventbrite registration page when promoting the event.
- Presenters may have an opportunity to submit content for our bi-monthly newsletter, *The Co-operator*, as space permits.
- Presenters should participate in promoting the event within their network via social media, newsletters, email, official website, and distributing Co-op provided print materials.

## EVENT REGISTRATION

- Event registrations are managed through Eventbrite.com; Attendees may also RSVP at our Customer Service desk.
- Event registrations will be capped according to maximum venue capacity, unless the presenter makes an express request to hold registration to a restricted number of participants.
- A minimum of 10 registrations are required to run a class. If this threshold is not met 2 days prior to the event, the event will be cancelled. The Co-op will notify registrants and provide any refunds.

## CO-PRESENTERS & CO-SPONSORS

- Presenters must disclose the names and affiliations of all co-presenters via the Event Proposal form.
- If an event features multiple presenters, each presenter must provide contact information via the Event Proposal form.
- Once the Event Proposal form has been approved, we ask that presenters refrain from inviting other groups, organizations, or businesses to participate in the event as sponsors, co-presenters, vendors, or exhibitors.

## EVENT CONTENT

- Presenters must complete an Event Proposal form, which will be evaluated by Co-op staff based on criteria including scheduling availability, subject matter, educational value, relevance to members and community, & alignment with our Ends Policy Statement.
- The use of visual aids and/or supplementary materials is encouraged. We recommend bringing presentation materials on a flash drive or sending the presentation to Marketing staff at least two days in advance of your presentation.
- For events that include a film screening, a screening license must be obtained prior to the event.
- Presenters must refrain from offering medical advice.

## SOLICITATION & VENDING

- Presenters should refrain from selling products or service during these community events.
- Promotion of products and services offered by the presenter are permitted but should be kept to a minimum.
- Presenters may not solicit payment, entrance fees, or donations from event attendees without pre-arranged express consent.
- The Co-op collects event participants' names and emails at events for our records. Per our contact information disclosure policy, we are unable share this information with any other person or organization. However, presenters may independently circulate a separate voluntary email or mailing list sign-up sheets during the event.

## EVENT PROCEDURE

- Presenters are expected to arrive 1 hour prior to the event start time for setup.
- A Co-op representative will assist in setting up and be on-hand at all time.
- East End Food Co-op educational and promotional materials will be made available at the event. Presenters may bring brochures or other print materials containing additional information about the group, organization, or business with which they are affiliated.
- A Co-op representative will manage registration/ticketing and provide a short introduction for the event and presenter.
- A Co-op representative will photograph the event.
  - Photographs may be used on Co-op social media and/or print materials.
  - Presenters can request not to be photographed.
  - If the presenter would like to enlist additional photography it must be arranged explicitly in advance.
- A Co-op representative will distribute Event Feedback forms following the presentation. These forms are completed voluntarily and anonymously by event attendees. Results will be made available to the presenter via email.

## EVENT COMPENSATION

- The Co-op hosts both free and fee-based events. Event admission is based on event content and relative value provided to attendees.
- Class registration is typically \$10-\$15. The Co-op collects registration fees through Eventbrite.com. Fees are used to cover event expenses related to materials, supplies, and marketing.
- Presenters will be reimbursed for materials used during the workshop and any giveaways provided to guests.
- Non-profit organizations that host an event retain all event revenue.
- The Co-op acknowledges the value provided by presenters with highly specialized skills. In these cases, the Co-op may make arrangements to compensate presenters beyond the cost of the material goods provided. Compensation will be based on event proceeds and is not guaranteed. An express agreement of these arrangements will be made prior to the event, and presenters will be required to provide the Co-op with an invoice following the event.

## NON-DISCRIMINATION

- Our Co-op exists to serve a body of diverse members and customers with various beliefs and needs. We will not facilitate programming or partner with groups, organizations, or businesses that are openly discriminatory on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status.

### I consent to follow the above guidelines:

Name (Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Event date: \_\_\_\_\_

Event title: \_\_\_\_\_