Crawfish Boil Planning Outline

I. Venue
   a. Parks
      i. Can be cost effective
      ii. Many do not allow alcohol
      iii. Usually requires a permit
      iv. May require additional permitting for alcohol, propane tanks, inflatable features for kids, and amplified music
   b. Bars
      i. Less cost effective - food and alcohol at restaurant prices
      ii. Eliminates permitting issues
   c. Other Venues
      i. Veterans halls
      ii. Event halls
      iii. Local breweries
   d. Bathrooms
      i. Rent bathrooms if the venue does not have them
   e. Parking
      i. Ensure a sufficient amount of parking for your guests

II. Catering
   a. Mr. Mud Bugs or Louisiana Crawfish from New Orleans
      i. Proven quality
      ii. A little more expensive if venue is not close to New Orleans
   b. Local catering
      i. Cost effective
      ii. Can be difficult to identify experienced and reliable providers
      iii. Consider adding on Jambalaya or etoufee to your order
      iv. Add hot dogs or other child friendly fare to the menu

III. Beverages
   a. Beer
      i. Contact local Abita distributors or the local Abita marketing firm for sponsorships and free or discounted beer
      ii. Kegs can work better than cans for large crowds. There are 133 10-ounce cups of beer in a keg. Cooler based CO\textsuperscript{2} powered tapping systems are much better than hand pumps if you can borrow or rent one from the keg provider. Simulates a bar tap.
   b. Water and soft drinks (warehouse clubs can save on these items)
      i. Don’t forget coolers and ice! Ice! Ice!
IV. Music
   a. Live bands
   b. Boom box
   c. Make sure you have electricity if needed

V. Pricing
   a. Create an inventory list that includes everything you expect to buy: catering, permits, bathrooms, tables, chairs, beer, beverages, cups, plates, trash bags, music, etc. and their true or estimated costs
   b. Estimate how many attendees you think you will have based on previous year’s events or by talking to your TAA Club Manager
   c. Divide your total estimated cost by your total estimated attendees and round up to the nearest 5 to set your ticket price i.e. Estimated cost $4,632, estimated attendees 100 = ticket price $50
   d. Make sure you have different pricing for children – we recommend not charging a ticket price for children 12 and under
   e. Discounts for early reservations can accelerate your sign ups – set two to three different time frames for registration before registration closes with different discounts to encourage people to register early

VI. Invitations
   a. TAA Website
      i. Your TAA Club Manager will help develop and post an invitation and registration link to accept credit card payments
   b. Email Invitations
      i. Your TAA Club Manager will help to prepare and schedule these
      ii. Use Rich text or Plain Text rather than HTML or image files. Many smart phones cannot read HTML or images. Images can be included in the invite, but the text should not be in the image.
      iii. Send to club members early and often in accordance with the recommended promotion schedule on page 33
      iv. Be sure to include: date, time, location, maps, URL links to venue and registration page, pricing, contact information, information about bands, special activities for kids, special guests, and what’s included in the ticket price
   c. Facebook Event
      i. Add an event to your club Facebook page
      ii. Include all pertinent information that is included in the emails
      iii. Be sure to include a URL link to the registration page – a Facebook reply is not registered with the University nor does it pay for the event
   d. Consider inviting current students and parents
VII. Ancillary Items
   a. Trash bags – a crawfish boil cannot have too many trash bags. Get industrial strength bags. You will be sorry when a weak bag breaks.
   b. Paper Products: napkins, cups, plates, utensils, etc.
   c. Tables. If your venue does not have sufficient seating it is easy and cost effective to rent folding tables and chairs. Contact a local party supply or catering resource.
   d. Tulane flag or banner. Can be purchased online. Don’t forget the pole.

VIII. Partnering
   a. Other schools
   b. Tulane Athletic Fund
   c. Development

IX. Execute
   a. Weeks before
      i. Get the registration list from your TAA Club Manager
      ii. Get name tags from your TAA Club Manager
      iii. Get “swag” from your TAA Club Manager
      iv. Confirm with caterer
   b. Day Of
      i. Get there early – you never know what you haven’t thought of
      ii. Wear Tulane apparel – helps to identify you
      iii. Take Pictures

X. Week After
   a. Reimbursement – send all receipts to your TAA Club Manager
   b. Thank volunteers

Post pictures to club Facebook page