



# The Festival Organizer's Complete Checklist

Use this checklist as a roadmap for success as you plan and organize your food festival!  
We hope your festival is a hit with local foodies!

Pre-Event Planning	Done	Comments
Research your audience (demographics, lifestyles, cultural backgrounds, etc.)		
Choose a theme for your festival		
Select a location/venue for your festival		
Set a date (or dates) for your festival, at least 6 months out		
Determine your budget (consider size and scope, expenses, and sources of income)		
Set your prices (admittance fees, vendor application fees, vendor participation fees, and sponsorship tiers)		
Create your vendor application		
Open your vendor application (post to your website, socials, and local online groups)		
Identify the required licenses and permits for festival organizers in your area		
Identify the required licenses and permits for vendors in your area		
Identify possible partners/sponsors in your area		
Reach out to possible partners to see if they are interested in sponsoring your festival and let them know how they can benefit from working with you		
Come to a partnership agreement with each local business you work with		

Necessary Licenses and Permits	Done	Comments
Special event or public assembly permit		
Health permit		
Business license		
General liability insurance		
Sales tax permit		
Public safety permits, including a fire department permit, Emergency Medical Services (EMS) permit, etc.		
Noise permit		
Parking and transportation permits		
Temporary sign permit		
Environmental permits, including waste management and water discharge		
Temporary electrical permit		
Tents and structures permit		

Identifying Vendor Requirements	Done	Comments
Business license		
Food handler's permit		
Vendor permit		
Sales tax permit		
General liability insurance		

*Don't forget — you can make it easy for your vendors to get the insurance they need with FLIP! Learn more about how to [partner with us](#) and be instantly added to your vendors' policies as an additional insured!*

Marketing Your Food Festival	Done	Comments
Develop a strong brand identity (name, logo, colors, fonts, etc.)		
Create a website for your food festival		
Create profiles for your food festival on major social media platforms (Facebook, Instagram, X, TikTok, etc.)		
Start an email marketing campaign with your contact list (people who have given you their emails in exchange for information about the festival, tickets, etc. and have consented to receiving promotional emails)		
Partner with local influencers such as food bloggers, chefs on social media, and others to promote your event in exchange for free tickets or cross-promotion		
Reach out to traditional media sources such as local newspapers, TV networks, radio stations, etc. to spread the news about your festival		