ELIZABETH MCGRAIL

GALA BRAND TIMELINE + DELIVERABLES CHECKLIST (6–8 WEEKS OUT)

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How we'll use this: You'll select what you need, then we'll prioritize it into weekly delivery drops.

A) DIGITAL CAMPAIGN

Social (IG/FB/LinkedIn)

- ☐ Post templates (static) — qty: _____
- ☐ Story frames — qty: _____
- ☐ Countdown set (4–7 frames)
- ☐ Sponsor spotlight series (tiered)
- ☐ Speaker/host spotlight series
- ☐ Auction / donation CTA set
- ☐ Post-event thank-you set

Email Graphics

- ☐ Email header set — qty: _____
- ☐ Section dividers / buttons
- ☐ Save-the-date email graphics
- ☐ Final push / "last chance" graphics
- ☐ Post-event thank-you email graphics

Sponsor Digital

- ☐ Sponsor thank-you graphics (by tier)
- ☐ Sponsor logo lockups / sizing cleanup
- ☐ Sponsor slide(s) for screens

B) PRINT + DAY-OF ESSENTIALS

Program

- ☐ Program template (cover + interior layout)
- ☐ Full program layout (pages: _____)
- ☐ Run of show / agenda layout
- ☐ Sponsor pages (tiered)

On-Screen / AV

- ☐ Holding slide(s)
- ☐ Sponsor loop slides
- ☐ Award recipient slide templates
- ☐ Stage screen background template

Signage

- ☐ Welcome sign
- ☐ Step-and-repeat layout (with sponsor logos)
- ☐ Sponsor tier signs
- ☐ Registration/check-in sign
- ☐ Auction instructions / QR signage
- ☐ Directional signage (VIP, restrooms, ballroom, etc.)

Menu + Table

- ☐ Menu (single)
- ☐ Menu variants (veg/gluten-free, etc.)
- ☐ Table numbers
- ☐ Table sponsor signs
- ☐ Place cards / tent cards
- ☐ Bid/paddle numbers

- ☐ **Print Management** (2 estimates from printers, mailing coordination, delivery)

C) SPONSOR + DONOR ASSETS

- ☐ Sponsor deck template (5–8 slides)
- ☐ Sponsor benefits sheet (one-pager)
- ☐ Sponsor thank-you collateral
- ☐ On-site sponsor recognition signage

D) "ALWAYS NEEDED" PRODUCTION ITEMS

- ☐ Print specs & exports (PDF/X as needed)
- ☐ Social exports (sizes for IG feed, story, FB, LinkedIn)
- ☐ Files handoff folder
- ☐ Vendor handoff notes

PRIORITIZATION

Event date: _____ Key deadlines (print / email / sponsor): _____

RANK YOUR TOP 10 ITEMS (1 = MOST URGENT):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____