

Functional Area / Year	2018
Funding/Budget	High-Value Sponsorships (\$10,000+) Establish Budget: \$250,000 (min.)
Community Fundraising Events	Road Race Apple Harvest Day Booth
Branded Items	Logo creation T-Shirts Decals Coffee Mugs
Social Media / PR	Email/Website Creation Ongoing Social Media Posts Ongoing Press Releases Management of 400th Community Email Public Forum/Dover Listens
2023 Guest/Activity Planning	Gathering historical data for heritage walks Gather photo/video for Projection Wall Subcommittee Planning/Creation Smokestack Lighting-Planning & Research
Safety/Permitting	

2019	2020
High-Value Sponsorships (\$10,000+) Review Budget	Mid-Level Sponsorships (\$5k-\$10k) Review Budget
Road Race Gala/Fundraiser	Road Race Gala/Fundraiser Food Truck Festival
Post Office Stamp Created T-Shirts Decals	T-Shirts Decals
Update Website Ongoing Social Media Posts Ongoing Press Releases Management of 400th Community Email	Update Website Ongoing Social Media Posts Ongoing Press Releases 2023 Events Calendar Management of 400th Community Email
Explore reenactment activities Gather photo/video for Projection Wall	Review/Book Musical Acts Review/Book Guest Speakers
Research/contact key ethnic groups	Research/contact key ethnic groups Explore necessary Safety Requirements

2021	2022
Mid-Level Sponsorships (\$5k-\$10k)	All sponsor levels
Review Budget	Review Budget
	Promote booth sales for concessions/vendors
Road Race	Road Race
Gala/Fundraiser	Gala/Fundraiser
T-Shirts	Commemorative Beer
Decals	T-Shirts
	Decals
	Lamp Post Flags
Update Website	Update Website
Ongoing Social Media Posts	Ongoing Social Media Posts
Ongoing Press Releases	Ongoing Press Releases
2023 Events Calendar	2023 Events Calendar
Management of 400th Community Email	Management of 400th Community Email
Review/Book Musical Acts	Review/Book Musical Acts
Coordinate Parade	Coordinate Parade
Review/Book Guest Speakers	Review/Book Guest Speakers
Begin DHS 2023 Senior Project	DHS Class of 2023 Project
	Coordinate Fireworks
Research/contact key ethnic groups	Research/Contact key ethic groups
Explore necessary Safety Requirements	Explore necessary Safety Requirements

2023

All sponsor levels

Review Budget

Promote booth sales for concessions/vendors

Road Race

Gala/Fundraiser

Commemorative Beer

T-Shirts

Decals

Lamp Post Flags

Update Website

Ongoing Social Media Posts

Ongoing Press Releases

Calendar distributed

Musical Performances

Parade

Guest Speakers present

DHS Class of 2023 Project

Fireworks

Historical Reenactments

Evolution of cultures in Dover

Secure Permits