

Awkward Agent®

BLUES, BBQ & BOUNCY HOUSES (NEIGHBORHOOD)

What goes better with the blues? BBQ and bouncy houses of course. This event is for the entire family. To get started, choose your location. Pick a spot big enough for your event like a neighborhood park. Next, reserve a bouncy house and hire a band. To find talent, visit local bars and restaurants on nights they feature live blues. If you hear someone you like, consider hiring them for your event or ask for recommendations if they aren't available. For food, make it easy and hire a BBQ food truck. Since you'll be paying for the bouncy house rental and hiring the band, it's perfectly acceptable for your guests to pay for their meals. Just let people know ahead of time that there is a charge for food. Also, consider ways to brand yourself. Create an event banner featuring you as the presenting sponsor. Don't be shy, get on stage, greet your neighbors, and introduce the band. This is a great way to remind people that you coordinated this amazing event and to call you next time they're in the market to buy or sell (or simply have a question).

WHO TO INVITE

Let the entire neighborhood know about this event. Because you're likely to be set up in a visible location (like a neighborhood park) you don't want to leave anyone out. The more the merrier!

TIMING

The best time to host this event is during the month of July. We recommend a Saturday afternoon. You may even want to consider scheduling it on the 4th to add to your neighborhood's festivities.

VENUE

We suggest hosting your event in a neighborhood park. This will allow you plenty of room to spread out while being visible to everyone in the area. Check with your HOA ahead of time about their rules, especially when it comes to live music.

AGENDA

Everything runs smoothly when you have a plan. Here's a suggested timeline for your event.

1. Bouncy House Set-Up (attendant should be included with rental)
2. Food Truck Arrival
3. Neighbors Arrive
4. Mix and Mingle/Play In the Park
5. Welcome
6. Announce Raffle Winners
7. Present Band
8. Live Music
9. Thank You for Coming
10. Clean-up

WHAT YOU NEED

Supplies

- ☐ Stage
- ☐ Table (for promotional materials, food truck condiments, etc.)
- ☐ Table covering
- ☐ Paper plates (branding opportunity)

- ☐ Paper napkins (branding opportunity)
- ☐ Plastic cups (branding opportunity)
- ☐ Tip jar (if you want guests to tip band)
- ☐ Chair (for bouncy house attendant)
- ☐ Trash Cans
- ☐ Recycle bins
- ☐ Garbage bags

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

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- ☐ Balloons and stage decorations
- ☐ Curling ribbon (for balloons)
- ☐ Raffle box (see icebreaker)
- ☐ Entry tickets
- ☐ Raffle prizes
- ☐ Lawn games (cornhole)
- ☐ Camera or phone for taking pictures

Food & Drink

Hire a food truck offering BBQ for this event and let neighbors know it's BYOB.

GOOD VIBES ONLY

Icebreaker

There's a good chance there will be neighbors you don't know, so this icebreaker is for you. Place a raffle box near the food truck and encourage people to enter to win a prize (make it good). When you introduce the band, announce the winner. After the event, enter names and addresses into your database for future contact. Also, send them a personal note thanking them for coming.

Music

This party is all about the music! Fortunately, you'll have lots of it at this event. Be sure to keep the energy alive and make sure you have tunes playing when guests arrive and during the band's intermission. Download a blues playlist off Spotify or tune into your favorite Pandora station.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Flyers
- ☐ Community Facebook posts
- ☐ Post signs in neighborhood with date/time of event
- ☐ Email
- ☐ Text messages
- ☐ Personal phone calls

Collateral

Further promote your personal brand with the following:

- ☐ Event signage (presenting sponsor)
- ☐ Water bottle labels (if you want to offer complimentary waters)
- ☐ Branded paper plates, cups and napkins for food truck
- ☐ Thank you cards
- ☐ Post pictures on social media with shout outs to volunteers and raffle winners
- ☐ Neighborhood market update (place in a holder near food truck for people to pick up)

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