Project 3
Festival Guide – Concept Development Worksheet

(think of this as a living document)
Answer the following questions, be as specific as possible!

1. What cause/organization will your festival support or raise awareness for?
    a. Forest Restoration
2. Why is it important to support or raise awareness for this cause?
    a. This is important because before, forests were being cut down for resources, but I believe people got better at keeping the forests while retrieving resources. Now forests are threatened by forest fires. I think for better air and for animals whose homes are there, it is important to protect it. They not only benefit animals whose homes are there but people as well.
3. What organization or group will the proceeds from your festival support?
    a. ClimeCo forest restoration
4. Who is your festival's target audience (THIS IS INCREDIBLY IMPORTANT)?
    a. People who want to restore forests, people who like animals, people who support climate change policy.
5. Describe a potential ticket buyer and person who would feel excited to attend and participate (GET SUPER SPECIFIC AND BE WARY OF SINGLE STORIES)
    a.
6. Your festival will take place over December 8th, 9th and 10th in a location that is relevant to your cause/events – What will the opening/kick off event be?
    a. An event with forest animals and descriptions about why forests are important to them. Performances supporting forests.
7. What will the two/three events be on the second day?
    a. Clean air brought by forests, information and events.
    b. Prevent forest fires
8. What will the closing events be? (YOU MUST HAVE AT LEAST 5 TOTAL EVENTS SPREAD OVER THREE DAYS)
    a. How to gather resources without getting rid of the forest
    b. How to help (besides donating and recycling)
9. What are some potential names for your festival? (THINK OF BRANDING AND BRAND IDENTITIES HERE)
    a. RESTORE THE FORESTS
    b. REPLANT EARTH

      c. FIX THE FORESTS
10. What material piece will you make for your festival?
    (TICKET/BUTTON/FLYER/MERCH)
      a. Buttons to let people know about how to help the forests

Research Notes:

-background image on first page, words on top

-bullet points of trees, changing with animations

-ClimeCo plants trees

(Include websites/concepts/ideas on audiences this can start to become a visual guide
as well – feel free to add screen shots/logos/etc etc)