PM Scope of Work (SOW)

Project: Bellevue College Half Marathon & Carnival Fundraiser

Project Timeline: June–October 2025

Budget: $5,000

Reporting To: BC Foundation Event Committee or Executive Team

1. Project Overview

The **Bellevue College Half Marathon & Carnival Fundraiser** is a campus and community event designed to raise over $30,000 for the Bellevue College Foundation, introduce the BC Foundation to 10 new businesses, and increase community awareness. The event will take place in the first week of October, with project planning front-loaded in June and July to account for campus summer closures.

The **Project Manager (PM)** is responsible for leading coordination across five key committees—**Entertainment, Public Safety, Sales, Sponsorship, and Marketing**—ensuring seamless collaboration, budget tracking, milestone execution, and stakeholder communication.

2. Scope of Work

A. Event Planning & Logistics

- **Oversee** the coordination of venue approvals and permits with relevant college and city authorities.

- **Facilitate** the development of safety plans and compliance with regulations in collaboration with the Public Safety Committee.

- **Guide** committees in the scheduling of performances, race route, carnival activities, and volunteer deployment.

- **Ensure** committee tasks align with overall project milestones and timelines.

B. Budget Management

- **Oversee** the development and ongoing management of the $5,000 operational event budget.

- **Coordinate efforts** with Sponsorship and Sales teams to achieve fundraising targets and secure donations.

- **Approve** expenditures and **monitor** financial efficiency across all planning and execution areas.

- **Ensure** transparent budget reporting to the BC Foundation.

C. Marketing & Promotion

- **Direct** the development and execution of the overall marketing strategy and messaging.

- **Coordinate** branding, content creation, and cross-committee marketing initiatives.

- **Facilitate** approvals for major campaign timelines and deliverables.

- **Ensure** maximum campus and community visibility through targeted outreach, leveraging preferred channels.

D. Stakeholder Coordination

- **Oversee** the volunteer onboarding process and manage communications across all committees.

- **Schedule and chair** weekly lead meetings, commencing in June, to ensure alignment and progress.

- **Ensure** timely task assignments and accurate status tracking via Asana project management.

- **Serve as the primary liaison** to college departments, sponsors, and vendors.

E. On-Site Management & Post-Event

- **Supervise** overall event-day operations, including setup, performances, race coordination, and booths.

- **Facilitate resolution** of real-time operational issues in coordination with Safety and Logistics teams.

- **Oversee** raffle logistics, drawing, and prize distribution.

- **Direct** the collection of performance data and the submission of a comprehensive post-event report to stakeholders.

3. Deliverables

- Detailed Project Plan & Committee Timeline (Asana-based)

- Mid-project budget update and final financial reconciliation

- Marketing roll-out plan with checklists and key dates

- Signed vendor/sponsor agreements and documentation

- Post-Event Report with impact analysis and recommendations

4. Timeline & Milestones

Week	Milestone
Week 1–2	Committee formation, kick-off meeting, and task assignments
Week 3–4	Budget tracking and sponsor outreach
Week 5–6	Final performance lineup, safety logistics, and ticket/raffle launches
Event Week	On-site execution, volunteer deployment, live coverage coordination
Post-Event	Financials, feedback collection, and final report

5. Performance Metrics

- Minimum of $30,000 raised from tickets, raffles, and sponsorships

- Engagement from at least 10 new businesses

- Smooth day-of operations with minimal safety or logistic issues

- Positive feedback from committee leads, volunteers, and attendees

- Final report submitted within one week of event completion

6. Responsibilities & Reporting

The PM will:

- Provide weekly updates to the BC Foundation Event Committee
- Maintain centralized communication through Asana
- Flag risks and roadblocks early (e.g., delays, budget gaps, permit issues)
- Align committee efforts to ensure on-time, goal-oriented delivery

7. Contingency Strategies

1 Weather Contingency:

Challenge: Adverse weather conditions (e.g., heavy rain, strong winds, extreme heat) impact outdoor event areas or attendance.

Contingency:

Tents will be rented in advance for critical outdoor stations.

Key performances will have optional indoor space identified (e.g., Carlson Theatre) as a fallback.

A clear cancellation threshold and communication plan for severe weather will be pre-approved with the Foundation and campus authorities.

2. Volunteer Backup Plan:

Challenge: Insufficient volunteers on event day due to last-minute cancellations or lower recruitment than expected.

Contingency:

A secondary list of trained volunteers (e.g., former participants, non-committee student groups) will be kept as reserves.

Committees will pre-identify and cross-train staff members or core committee members who can be reassigned to critical volunteer roles in case of shortages.

3. Vendor/Sponsor Withdrawals:

Challenge: Confirmed vendors or sponsors withdraw from the event shortly before or on event day.

Contingency:

The Sponsorship Committee will prepare a Tier 2 contact list of potential last-minute replacement sponsors/vendors.

Booth spaces designated for withdrawn parties will have backup activities ready (e.g., pop-up activity stations, additional seating, Foundation info booths) to ensure no empty gaps.

4. Key Personnel/Committee Lead Absence:

Challenge: A critical committee lead (e.g., Public Safety Lead, Sales Lead) becomes unavailable close to the event.

Contingency:

Cross-train key committee members (at least one backup per critical role).

Ensure all critical committee documentation (plans, contact lists) is centrally stored and easily accessible.

Project Manager to have a deeper understanding of critical committee tasks for temporary takeover or quick delegation.

5. Equipment Malfunction/Failure (e.g., Sound System, Race Timing Equipment):

Challenge: Critical equipment fails on event day or cannot be delivered.

Contingency:

Identify backup suppliers for critical equipment (e.g., sound system rental company).

Have a basic backup PA system or portable speakers on standby.

Conduct pre-event dry runs/tests of all equipment.

For race timing, have a manual backup system (e.g., stopwatches, manual recording) if automated timing fails.

6. Low Attendance/Participation (if a concern for revenue/impact):

Challenge: Registration numbers or expected attendance are lower than target.

Contingency:

Implement last-minute marketing blitz with special offers/discounts.

Leverage personal networks of committee members and the Foundation for direct outreach.

Have a flexible event layout that can be scaled down without appearing empty.

7. Medical Emergency/Accident (beyond basic first aid):

Challenge: A serious injury or medical incident occurs requiring more than basic first aid.

Contingency:

Pre-plan coordination with local emergency services (EMS/911).

Clearly map access points for emergency vehicles.

Have designated personnel (e.g., Public Safety Committee) responsible for emergency communication and crowd control in such situations.

8. Permit/Approval Delays or Denials:

Challenge: Necessary permits from the college or city are delayed or denied.

Contingency:

Start permit application process much earlier than required deadlines.

Maintain proactive communication with permitting authorities.

Identify alternative (smaller scale or alternative location) plans that might require fewer/different permits.

9. Technology/Connectivity Issues (e.g., Asana access, Wi-Fi on-site for vendors):

Challenge: Internet outage or software issues impacting coordination or vendor operations.

Contingency:

Ensure critical information (e.g., contact lists, schedules) is available offline.

Have backup communication methods (e.g., walkie-talkies, personal cell phones) and a charging station.

For vendors, clarify if their operations rely on the internet and advise on hotspot usage.