

DIXIE DIVISION MILITARY VEHICLES CLUB

WANT TO HOLD AN EVENT?

Military Vehicle shows and flea markets are great fun. If you would like to host an event in your area, we highly encourage you to do so. Recruit some local fellow club members to help you with some of the tasks and you'll find that it's not hard to do. Here are some ideas that might help you get your show off the ground.

Find a suitable location

Local parks, VFW Posts, Museums, even privately owned property make great sites. Look for lots of room for your vehicle displays, large, shady areas for your vendors, and plenty of parking for your visitors. Make sure you have permission from the property owners. In some cases, you may need to have liability insurance coverage, and the club can help. More on this later. Make sure you have your permission and authorization in writing.

Consider other events that you could participate in as a group, like Veteran's events, air shows, car shows, fund raising events, etc.

Consider restroom facilities; will you need portable restrooms or are restroom facilities available at the location? Who will clean and service the restroom facilities.

Will you need a food vendor at the site? Will people want to camp overnight and is camping allowed at your site? Make a list of all the things you need to consider and go check out the sites in your area.

Advertise

Once you have found a suitable location, you need to select a date for your event. It's wise to check the Events Calendars in *Supply Line* magazine, *Military Vehicles* magazine, and the many web sites that list events. Select a date that does not conflict with other shows in your area, not just military vehicle shows, but car shows, too, you don't want to compete for visitors!

Get the word out early! As soon as you have picked the date for your event, send notices to all the magazines, web sites, nearby state chapters, local veteran's groups, anybody and everybody that you can think of. Some TV stations, radio stations and newspapers will list community events for free. You need at least 6 months advance notice, 10-12 months is even better. Don't wait until the last minute.

Sanctioned Event

There are at least three reasons why you might want your event sanctioned by the DDMVC: 1) You may use the DDMVC logo in your event advertising. 2) You may use the MVPA logo in your event advertising. 3) You can file for limited liability insurance coverage under the national club's policy. In addition, the DDMVC will provide the club banner for display during your event, and can provide Vehicle Data placards for display vehicles upon request.

The event organizer must be a member of the DDMVC and complete and submit the *Request for a Certificate of Insurance* to MVPA Headquarters.

Common Sense Rules – Safety First

The following rules will apply to any Dixie Division Military Vehicles Club sponsored event where vehicles are present. Failure to abide by these rules will nullify the club general liability insurance. Please use common sense when operating vehicles around crowds of people.

1. If vehicles are to be operated during the event, the owner must show proof of current automobile liability insurance coverage.
2. All original equipment safety devices must be operational (horn, brake lights, etc.).
3. No underage drivers (i.e.: all drivers must have a valid driver's license).
4. Tracked vehicles must have a spotter on the ground whenever the vehicle is in operation.
5. Live weapons are highly discouraged. Any live weapon must be rendered safe by removing the firing pin, tie-wrapping the trigger, etc.
6. No drag racing, stunt or trick driving allowed.
7. Obey posted traffic rules and speed limits.
8. Keep your vehicle in good, safe operating condition.

Event Advertising

Getting the word out about your event is important. In addition to your listing in the club newsletter, there are several more ways to do this, and one is to have your event listed in the major MV magazine event calendars and on the MV internet sites.

The event listing should include the date, location, fees or charges for participants and/or vendors, alternate weather dates or rain/shine, and a contact name with phone number and e-mail address.

Your e-mail should say "Military Show Listing" in the subject line, and should include a "Cut and Paste" ready ad that the editor can quickly move into his calendar listing. If the editor has to rewrite your ad, chances are it won't get listed. Make it as easy as possible for your listing to get posted.

Here are the major sites:

MVPA: hq@mvp.org Listing will be posted on the MVPA web site and in Supply Line magazine. Event listings must be submitted 6 months in advance to appear in the magazine.

MILITARY VEHICLES: john.adams-graf@fwpubs.com Listing will be posted on the MV web site and in Military Vehicles magazine. Event listings must be submitted 6 months in advance to appear in the magazine.

Dixie Division Military Vehicles Club: mnewman@myaccessplus.com Listing will be posted to the Dixie Division web site calendar of events.

In addition, you might want to take time to list your event on some of the Military Vehicle web boards, most of these boards also have event calendars, but you must post your own information. Two sites are:

G503 : www.g503.com/events/

Steel Soldiers: www.steelsoldiers.com

You might also want to contact MVPA chapters in nearby states and see if they would post your event in their newsletter and/or club web site. Just as you do for our club newsletter, you should provide other clubs with your completed flyer, ready to be included in their publication.

You might consider a full, half, or quarter size ad in MVPA Supply Line magazine and/or Military Vehicles magazine. While expensive, these ads usually lots of interest.

Be prepared to answer lots of questions by phone, e-mail and mail. If you post your contact information (and most editors require you to post this information), you must be available to answer the phone, e-mail, etc. Failure to follow up is one sure way to loose participants at your event.

Whichever way you choose to advertise your event, remember to get your information out early. 6 months is good, 12 months advance notice is even better. Don't wait until the week before your event and expect to find it listed in the magazine and newsletter events calendars!

