

# Crawfish Boil Planning Outline

## I. Venue

- A. Parks
  - 1. Can be cost effective
  - 2. Many do not allow alcohol
  - 3. Usually requires a permit.
  - 4. May require additional permitting for alcohol, propane tanks, inflatable features for kids, and amplified music.
- B. Bars
  - 1. Less cost effective- food and alcohol at restaurant prices
  - 2. Eliminates permitting issues
- C. Other venues:
  - 1. Veterans halls
  - 2. Event halls
  - 3. Local breweries
- D. Bathrooms – rent bathrooms if the venue does not have them. Newer portable toilets can offer sinks, running water, and flushing toilets cost effectively. You can generally get one premium unit for the cost of two regular units. Do not underestimate the value of flushing portable toilets with sinks.
- E. Parking – ensure sufficient amount of parking

## II. Catering

- A. Mr. Mud Bugs from New Orleans
  - 1. Proven quality
  - 2. Expensive if venue is not close to New Orleans
- B. Local catering
  - 1. Cost effective
  - 2. Can be difficult to identify experienced and reliable providers
- C. Add ons. Consider Jambalaya or etoufee.
- D. Kids. Don't forget the kids. Add hot dogs or other child friendly fare to the menu.

## III. Beverages

- A. Beer
  - 1. Contact Abita, local distributors or local Abita marketing firm for sponsorships and free or discounted beer.
  - 2. Kegs can work better than cans for large crowds. There are 165 12 ounce cups of beer in a keg. Cooler based CO2 powered tapping systems are much better than hand pumps if you can borrow or rent one from the keg provider. Simulates a bar tap.
- B. Water and soft drinks. Warehouse clubs can save on these items.
- C. Coolers
- D. Ice! Ice! Ice!

#### **IV. Music**

- A. Live bands
- B. Boom box
- C. Make sure you have electricity if needed.

#### **V. Pricing.**

- A. Spreadsheet. Develop a pricing spreadsheet which includes everything you expect to buy: catering, permits, bathrooms, tables, chairs, beer, beverages, cups, plates, trash bags, music, etc.
- B. Kids. Make sure you have different pricing for children.
- C. Early Discounts. Discounts for early reservations can accelerate your sign ups.

#### **VI. Invitations.**

- A. Tulane Website
  - 1. The alumni staff can develop and post an invitations
  - 2. The alumni staff will create an online reservations page on the alumni site and accept credit card payments
- B. Email Invitations
  - 1. Alumni Affairs can help to prepare these
  - 2. Use Rich text or Plain Text rather than HTML or image files. Many smart phones cannot read HTML or images. Images can be included in the invite, but the text should not be in the image.
  - 3. Send to list serve early and often
  - 4. Be sure to include: date, time, place, maps, URL links to venue and Tulane.edu reservations page, pricing, contact information, reservations phone number (800)-4Tulane, information about bands, special activities for kids, special guests, etc.
- C. Facebook Event
  - 1. Add an event to your Facebook page
  - 2. Include all pertinent information
  - 3. Be sure to include a URL link to the TAA reservations page – a Facebook reply is not registered with the University nor does it pay for the event
- D. Parents and current students. Consider inviting current students. Send invitation to admissions who can forward to students from your area.

#### **VII. Ancillary Items**

- A. Trash bags – a crawfish boil cannot have too many trash bags. Get industrial strength bags. You will be sorry when a weak bag breaks.
- B. Paper Products: napkins, cups, plates, utensils, etc.
- C. Tables. If your venue does not have sufficient seating it is easy and cost effective to rent folding tables and chairs. Contact a local party supply or catering resource.
- D. Tulane flag or banner. Can be purchased online. Don't forget the pole.
- E. Cups. Ask for cup from Hire Tulane.

### **VIII. Partnering**

- A. Other schools
- B. Tulane Athletic Fund
- C. Development
- D. Hire Tulane
- E. Recruiting

### **IX. Execute**

- A. Weeks before
  - 1. Get the reservation list from the Alumni staff
  - 2. Get name tags from alumni staff
  - 3. Get “Swag” from Alumni staff
  - 4. Reconfirm with Caterer
- B. Day Of
  - 1. Get there early – you never know what you haven’t thought of
  - 2. Wear Tulane apparel – helps to identify you
  - 3. Take Pictures
- C. Week After
  - 1. Reimbursement
  - 2. Thanks staff
  - 3. Post pictures to Facebook
  - 4. Send pictures to staff for website

### **X. Reimbursement and Receipts**