

GALA EVENT PLANNING TIMELINE

PROJECT: ANNUAL EXCELLENCE GALA EVENT DATE: _____

Phase I: Concept & Foundation 12 - 9 Months Out

DONE	MILESTONE TASK	TARGET DATE
	Define event goals, objectives, and target audience	
	Establish preliminary budget and fundraising targets	
	Secure venue and confirm primary date/backup dates	
	Appoint Committee Chairs and Board Liaisons	

Phase II: Procurement & Marketing 8 - 6 Months Out

	Finalize theme, branding, and visual identity	
	Launch sponsorship outreach and corporate packages	
	Contract catering, AV/Production, and entertainment	

Open early-bird registration and ticket sales

Phase III: Logistics & Fine-Tuning 3 Months - 1 Month Out

Send formal invitations (digital and print)

Finalize script, run-of-show, and guest speakers

Confirm all auction items and digital bidding setup

Final floor plan and seating chart drafts

Phase IV: Execution & Wrap-Up Event Week & Post-Event

On-site walkthrough and technical rehearsal

Final guest count and dietary requirements to caterer

Event Day: Venue load-in and volunteer briefing

Post-event: Thank you letters and financial reporting
