



PSBA RECRUITMENT WEEK

Event Checklist

OPEN HOUSE EVENT

- Marketing Materials - radio ads, social media sponsored ads, local ads, yard signs, flyers
- Day of Event Activities:

- Day of Event Snacks:

- Table
- Table cloth
- Signs
- Banner
- Applications

TEST DRIVE EVENT

- Marketing Materials - radio ads, social media sponsored ads, local ads, yard signs, flyers
- School Bus
- School Bus Trainer/Ride Along Driver
- Cones for Course (if needed)
- Day of Event Activities:

- Day of Event Snacks:

- Table
- Table cloth
- Signs
- Banner
- Applications

FAMILY FUN EVENT

- Marketing Materials - radio ads, social media sponsored ads, local ads, yard signs, flyers
- Day of Event Activities for kids:

- Day of Event Snacks for kids:

- Day of Event Activities for adults:

- Day of Event Snacks for adults:

- Table
- Table cloth
- Signs
- Banner
- Applications

OFF-SITE POP-UP/COMMUNITY EVENT

- Permission from Event location
- Fees to enter event (if needed)
- Marketing Materials - radio ads, social media sponsored ads, local ads, yard signs, flyers
- Day of Event Activities:

- Day of Event Snacks:

- Table
- Table cloth
- Signs
- Banner
- Applications