

# El Paso Street Fest 2018 - Oct 5 & 6 (4:00 PM to Midnight)

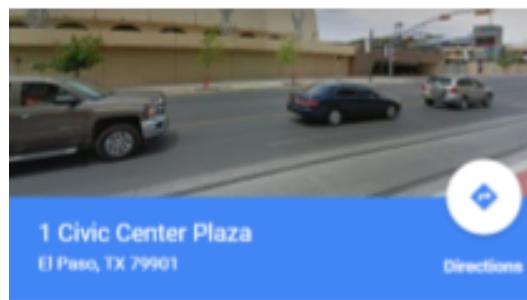
## Volunteer Packet

### Thank you!

Thank you for volunteering to serve the Barony during the El Paso Street Fest. Included in this packet are details to help us succeed as a team to help spread the word about the SCA. Not only does this contain a map of the site and relevant times, but it will also help familiarize you with some tips on how to take advantage of the resources we've developed for recruiting. We will discuss how to interact with people, what topics to discuss and how to walk someone through our online recruiting portal.

### Show Up Early

It is highly recommended that you show up an hour before your time slot for volunteering to have plenty of time to find parking and get set up. The times of the event are from 4 PM to Midnight on Friday and Saturday. While you may not be volunteering the entire time, it is good to know that showing up before the gates open will make it easier to find parking. Your wristband will get in to the event for the entire day; there are separate bands for each day, so know that a Friday wristband will only get you in on Friday and the same goes for Saturday. To obtain your wristband either contact Bernardo before the event to make arrangements or send a text when you arrive to get it brought to you at the event.



San Antonio Ave, Chihuahua St and Leon St will be closed; use Santa Fe to access parking and the site.

We will be based out of a fenced in area off of San Antonio Avenue. Use the San Antonio Entrance to get to us. Your wristband will get you entry to the event per day.

Event itself starts at 4:00 PM until Midnight on Saturday and Sunday. The Parking Garage will be the best source for parking before the event; during, it will likely be full. Prepare to park far away if you're showing up during the event itself.

Contact Bernardo at 608-695-5418 for any questions or issues during the event.

### Point of Contact

Bernardo dei Medici  
608-695-5418



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### The Event

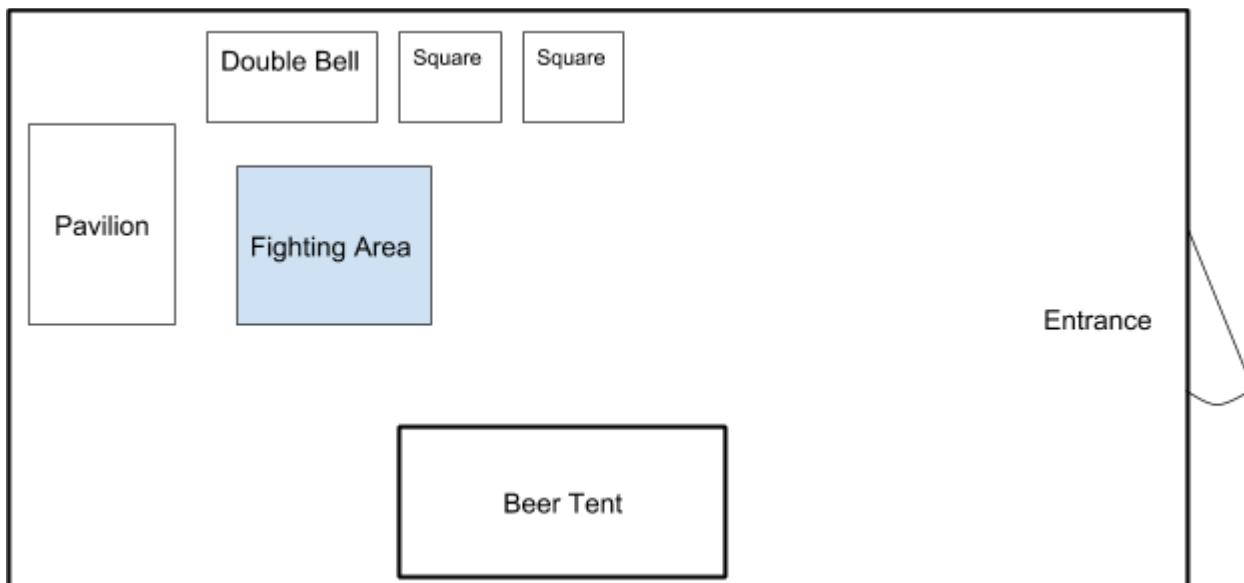
The El Paso Street Fest is a two day event full of concerts, vendors and a car show. We are fortunate enough to have the perfect location near the main stage in our own fenced in area. We will be located in the Kingdom of Beers with our own SCA Village section where we can demo fighting and A&S on our own terms. Some volunteers may be asked to help with promoting vendor giveaways, but these teams will be coordinated as necessary.

If we reach enough volunteers at one time we will coordinate roaming teams of a Marshal, Herald and Fighters to go among the crowd and conduct combat demos as street fights. The idea is to maximize our exposure as much as possible throughout the event including the "free" areas.

### Setting Up

Set up will take place on Thursday starting at 3 PM. We will have access to move in trailers or trucks to drop off larger items. Police will be on duty that evening, Friday and Saturday to watch any larger items like tents.

The image below shows the rough outline for the tents within the fenced in area.



### For the Fighters

Fights will be conducted on an alternating basis between Light Fighters and Heavy Fighters with a Marshal and a Herald providing crowd control and engagement. There will be several tents set up with an SCA hospitality area for our volunteers to relax and store their gear.

### *Point of Contact*

*Bernardo dei Medici*

*608-695-5418*

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## For A&S Demonstrators

There will be an A&S Tent available with tables to display your A&S projects. Please coordinate among yourselves to ensure someone is watching the tent at all times.

## Event Timeline

### Thursday, Oct 4

10:00 AM to 8:00 PM - Site Preparation

### Friday, Oct 5

3:00 PM - Early show time for Demos

4:00 PM - Gates Open

Midnight - Event Ends

### Saturday, Oct 6

3:00 PM - Early show time for Demos

4:00 PM - Gates Open

Midnight - Event Ends

1:00 AM (Sunday) - Tear Down can begin

### Sunday, Oct 7

10:00 AM - Album Park Fighter Practice - Anticipate New Fighters

## Recruiting Tips

1. Be engaging; the recruitment experience is about the potential member. Ask questions about what interests them. Describe your SCA experience if they ask or to help continue the conversation, but make the time you speak with them about them.
2. We are an organization of Honor and Courtesy. At the end of the day we are about building a positive community. Let people know that we're different from other groups because we are designed around the virtues of our Society.
3. Direct people to a Fighter if they ask about fighting; an Artisan if they ask about A&S. Don't make up information. We have plenty of people on site with the right answers.
4. Get a business card into their hands and walk them through the information on it including the website, QR Code and the fact that we have a Newcomers Portal. If you can, get them to sign up for our newsletter on the Newcomers Portal from their phone. If not, get them to fill out an interest card.
5. Do not discuss the SCA with any media or press. Direct them to Bernardo, Claudia or Their Excellencies. Corpora is clear about discussing the SCA with the media. Kindly redirect them to an "Officer of the SCA." One of the authorized media contacts may clear you to talk to the press, but we request to be present.
6. Do not promise any vendors or media anything from the SCA. The Seneschal is the primary contact for any external entities for the Barony.

## *Point of Contact*

*Bernardo dei Medici*

*608-695-5418*