

JCNA Annual General Meeting, Las Vegas NV, March 19-22, 2020

International Jaguar Festival (IJF) Organizing Committee Overview Report 2019

IJF Committee Chairman, M. Mark Mayuga

The International Jaguar Festival Overview: The Event

The International Jaguar Festival (IJF) is the premier event for the Jaguar Clubs of North America (JCNA) organization. This international event features a Concours 'd Elegance of historic and contemporary Jaguar automobiles; competition events including Rally and Slalom; participation of JCNA club members from all over North America; event social gatherings including banquets, receptions, and special tours; also featuring automobile restoration, services, and aftermarket parts. The IJF is an opportunity for all JCNA club members to enjoy their passion and love for all things Jaguar.

YES or NO, should we consider hosting an IJF?

JCNA members attend events because they enjoy the camaraderie, competition, the opportunity to share and meet folks who have the same passion as they do. Don't be afraid to consider hosting an International Jaguar Festival in your Region. The Festival is a team effort, whether it's your club or clubs in your Region that come together to host the JCNA Family of Clubs.

What we have provided you in this brief outline of "HOW TO ORGANIZE" an International Jaguar Festival is a simple outline that is flexible and well thought out. It is an outline for success, and you are not alone, there are many members of JCNA who can help you and guide you to a successful event.

Event Organizing: The IJF Organizing Committee Advises and Supports YOU

The IJF Organizing Committee is tasked with assisting those JCNA Member Clubs who are considering hosting an IJF Event in their respective JCNA Regions. The committee has resources of experienced members who have organized and hosted regional and international events. It is the responsibility of the potential **HOST CLUB to propose an event**, contact and request assistance from the IJF Organizing Committee and, or The JCNA Executive Board in the following areas:

Particulars:

1. Event Visioning,
2. Event Objectives/Criteria, Event Dates
3. Event Organization, Dedicated Leadership
4. JCNA Support/Individual Event Sanctioning Requirements
5. Committees for Competition Driving Events, Concours

6. Event Staging, Location, Logistics
7. Budget Management, Sponsorship “Ask”,
8. Location(s) Selection, Amenities, Insurance Risk
9. Regional Club Partnerships,
10. Event Day Scheduling and Execution,
11. Event Equipment rentals and loan program
12. Participant Registration format and accounting
13. JCNA IJF Trophy Program, special awards

Club criteria for hosting an International Jaguar Festival: Reality Checklist

Hosting an IJF can be an exciting experience or it can be a drain on your club’s finances and members. If you don’t have a solid plan right from the beginning, then you are going to have problems. Your club Board of Directors are responsible to evaluate realistically the resources available to your club and your experience in running an event of such importance. The following are questions to answer before planning and hosting an IJF Event in your Region, review the following criteria:

1. Has your club BOD formed an IJF Organizing Committee?
2. Do your Club members have the experience of planning an event with more than 250+ participants in attendance?
3. Does your club have the Manpower/Women power to organize and follow through with staging and running the events?
4. Does your Club have the financial foundation to supplement event expenses, venue deposits, use fees, equipment rentals, advertising/promotional materials?
5. Does your region have the facilities to accommodate the expected participants attending the event?
6. Do members of your Organizing Committee have event planning, running, and promotion skills and real time experience?
7. Does your club have strong Concours, Rally, and Slalom experience?
8. Does your club hold annual Concours Judges Certification Schools? The JCNA Concours is the center piece of the IJF. Certified Judges are paramount importance to a successful IJF Concours.
9. Do you have an active Rally and Slalom Program? And, experienced members to run these events, including current equipment requirements.
10. And finally, has your club established an event date that does not conflict with other JCNA club events and meetings?

The Process: 18 months of Planning, Organization, Reporting, Scheduling, Budgeting

Unlike local and regional events, the IJF is an International Event which means you are making plans to accommodate JCNA club members from the United States,

Mexico, and Canada. You must consider their requirements for travel and driving to your event. Your overview of your Festival Proposal must be presented to the JCNA Executive Board for review and comment in a timely manner. The following should be included in your first presentation which is your initial plan with general information:

FIRST PHASE:

1. The name of the Proposing Club, Region Director, Club Officers, a brief history of your club and experience in event planning
2. The Names of the Organizing Committee, their positions, event responsibilities, committee members, event planning experience
3. The "IJF Theme" of your event
4. Proposed Event Dates, from XXXX to XXXX event year
5. Proposed Location, benefits, amenities
6. Proposed Hotel accommodations, room rates
7. Schedule of Concours 'd Elegance, Rally, Slalom, for sanctioning purposes
8. Schedule of social events, banquets, special tours
9. Proposed event budget, JCNA support justification
10. Identify JCNA Clubs in your region that can assist in supporting and running events, provide workers, judges
11. Present Event Registration procedure for Concours, Rally, Slalom, Hotel, Social events
12. Present event Advertising and Promotions strategies and themes
13. **Ask for JCNA SANCTION to proceed**

SECOND PHASE:

1. Commit to firm dates and schedules of all events
2. Confirm Hotel Rates, Banquet Budgets, use fees, promotion budgets
3. Contact JAGUAR JOURNAL for listing of event, promo articles, feature articles, 6 months lead time
4. Establish Quarterly Event UPDATE PHONE CONFERENCES with JCNA Executive Committee, IJF Organizing Committee representative, JCNA Administrator, to support your organizations planning and challenges
5. Drill down to specific costs of events, budgets, fees, specific registration procedures for concours, rally, slalom and social events
6. Concours Chairman must start to review available certified judges, committee should publish "call for judges" early on, primarily to certify that the judge is currently up to date on certification to judge
7. Rally committee should start to plan and layout their events. Slalom committee should select a viable slalom location, request J.C. Taylor Insurance documentation early as this helps with negotiating a slalom venue, establish budget for trophies, event sponsorships for both
8. Concours Committee should now start to identify location, car layout, accommodation for cars entering and exiting event site, establish a trophy budget, sponsorships, photo opportunity as car arrive for later trophy presentation
9. Organizing Committee continues to finalize costs, timelines, sponsorship dollars, through a dedicated Budget Committee person

10. Finally, Organizing Committee makes final decisions regarding Festival location, event locations, participant registration costs, advertising and promotion materials, schedule of events, and accommodation registration

THIRD PHASE:

Assuming your Hotel accommodations have been confirmed and your banquet costs are within your budget it is time to publish the event REGISTRATION FORM

1. It is recommended that PARTICIPANT HOTEL REGISTRATION be left to the HOST HOTEL, ask for a special "PASSKEY" Email Address dedicated to Jaguar Festival Attendees. This way you can monitor who is attending, gives you an accurate headcount for events, and your club is not liable for "no-shows"
2. Continue to update JCNA EXECUTIVE BOARD during BOD Phone Conferences, continue dialogue with IJF Organizing Committee representatives, contact JCNA ADMINISTRATOR for issues outside your event program
3. Make sure you review your plans with the JCNA Concours Committee and Chief Judge, Slalom Committee Chairman to review your planning, and submit your JCNA RALLY for review, make sure you have sanctions for each event and have listed your events on the JCNA WEBSTE (jcna.com)
4. Finalize your Festival Events schedule and participant costs and publish your FESTIVAL REGISTRATION form to all clubs. This can be accomplished through the JCNA WEBMASTER and the REGIONAL DIRECTORS
5. Make sure you have an EXCELL SPREADSHEET ready to receive either ONLINE REGISTRATIONS or HARD COPY REGISTRATIONS, that choice is up to your REGISTRATION COMMITTEE and their manpower availability. Either works well, don't forget to include the HOTEL REGISTRATION information on your EVENTS REGISTEATION FORM as this focuses all information in one place.
6. Send each REGISTRANT a CONFIRMATION of what you have received from them in a simple check-list format, include hotel info, competition events, social events, car events registration, MUST INCLUDE JCNA Member Number of each person attending.
7. As you get close to your FESTIVAL EVENT DATE, have a check-list of important "must do" items, including checking on (i) CERTIFIED JUDGES; (ii) event permits are paid for and insurance information is provided; (iii) menus and budgets finalized with banquet/hotel catering or outside catering; (iv) run the RALLY several times to make sure the course is not altered or construction has begun; (v) check layout of concours site, making sure the sprinklers and grass cutting will not happen on the day of the event; (vi) make sure trophies are ordered and in your possession at least two weeks prior to Festival, IJF trophies not used are returnable for credit from JCNA; (vii) recommend a dry run through on "Day of the Event Participants Registration" procedures

FESTIVAL BEGINS

Like any event planning, it all must come together for the big day. To use an analogy, *"good auto body preparation makes for a great paint job"*, this also applies to events, and the IJF event is a step above your usual local event. It is the opportunity of the host club to shine and to be the consummate hosts. To show the JCNA family of

members how it's done in your region. This is not a competition to outdo a previous event but rather a celebration of your club and sister clubs in your Region. Most importantly, your event is an organic entity, you will have last minute changes and challenges, understand that this is part of the process and your early planning will accommodate these possibilities.

Excellent Reference Articles appearing in the JAGUAR JOURNAL:

INTERNATIONAL JAGUAR FESTIVAL, Georgia, January-February 2018 Edition

JCNA 2018 International Festival, Santa Barbara, July-August 2018 Edition

INTERNATIONAL JAGUAR FESTIVAL, Santa Barbara, January-February 2019 Edition

Running meetings successfully: IJF lessons, Santa Barbara, March-April 2019 Edition

How We Did It, IJF Santa Barbara, May-June 2019 Edition

Respectfully Submitted,

M. Mark Mayuga, JCNA IFJ Organizing Committee Chairman 2020