

Cowgirl's Night Out

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Introduction

In order to showcase the wild and wonderful world of rodeo fashion, a western fashion and lifestyle event will be produced on the Cal Poly campus. In conjunction with the Miss Cal Poly Royal Queen Scholarship contest, the "Cowgirl's Night Out" event will aptly show the rodeo and western fashion of the San Luis Obispo community. With the aid of the Cal Poly Rodeo Team, Poly Royal apparel sponsors, local boutiques and fashion creators, western fashion will be put on the main stage.

Similar to the Miss Rodeo America fashion show, sponsors and creators of western fashion will have an outlet to show their merchandise. Additionally, the cowgirls competing for the Miss Cal Poly Royal Queen title will have the opportunity to experience a professional show and add modeling to their repertoire. The Miss Cal Poly Royal Queen Scholarship contests has previously been held on campus with very little promotion and a small audience. The ability to showcase the hard work of these women in conjunction with an event to show western fashion creations will increase promotion and expand the audience of the Miss Cal Poly Royal Queen Scholarship contest and local creators.

Background

Western fashion is a booming and unique industry visible at rodeos, stock shows and concerts across the nation. The outlandish, creative and colorful looks that have developed from western roots and cowboy traditions are visible from coast to coast. From the American Rodeo in Texas, to the National Finals Rodeo in Vegas, to the California Mid-State Fair in Paso Robles, western fashion is a growing and creative industry.

Annually, the top western brands show their goods on the Miss Rodeo America stage, presented by Wrangler (Wrangler Network, 2018). The contestants vying for the title show off the latest and greatest Wrangler styles during the National Finals Rodeo and use the arena dirt and stands as their catwalk (Wilson, 2015).

“Since 1956, the Cal Poly Rodeo program has earned 44 national titles, making it one of the most winning programs in National Intercollegiate Rodeo Association history and bringing national recognition to Cal Poly and its supporters” (Cal Poly Rodeo). While the western fashion industry booms, the local San Luis Obispo community, a mecca for college rodeo, western fashion supporters, producers and fashionistas, lacks an event to showcase new rodeo and western fashion. The combination of a western style showcase with the successful Cal Poly

Rodeo team will highlight the program's success, notariety and the wonderful world of western fashion producers.

Methodology

1. Brainstorm & Approval

To begin planning and executing a fashion showcase to support not only the 2020 Miss Cal Poly Rodeo Queen Scholarship Contest, but also the western fashion industry, begin by acquiring approval from the Miss Cal Poly Rodeo Queen Scholarship Contest organizer and Cal Poly rodeo team coach.

Initially form ideas of cost, location, tentative schedule and the involved attire/accessory brands. Present the tentative ideas and necessary support to the coach of the Cal Poly rodeo team, Miss Cal Poly Rodeo Queen Scholarship Contest organizer and the current Cal Poly Rodeo Queen. Once approved and discussion on their desired vision has been completed, ensure the concerns and comments of the client are heard. Begin planning and executing the fashion showcase.

2. Date & Location

Once approved by the necessary organizers, discuss the date of the Miss Cal Poly Rodeo Queen Scholarship Contest and plan to have the fashion show on the same date. Reference the included Miss Cal Poly Rodeo Contest schedule to deliberate on the schedule for the day. Discuss convenient locations and what the organizer needs to accomplish their portions of the pageant and any assistance needed throughout the day.

Once a date has been selected, finding a location that fulfills the context for the event. As a western fashion show, look for a location that is both rustic and trendy but also has the necessary AV hookups, stage area and any other amenities needed to provide. Have a list of necessities and desires in order to scout the ideal location of the fashion showcase.

3. Brand Involvement

While brainstorming, outline a few brands that showcases the event's context. Refer to brands that are fashion oriented, on trend, possibly local, and possibly involved with Poly Royal Rodeo. Also choose brands that are willing to participate with no charge. List the brands and contact information, any influencers or outside people to be involved and start to establish what's needed from each individual organization or co-signer.

Establish a "co-signer packet." Include a contract outlining a schedule, their requirements, event requirements, damages process/liability and other

benefits/amenities able to be provided to the co-signers. Examples of benefits/amenities may be guest tickets, full advertisement and biography in program, free media, photographs, social media brand shout outs, rodeo tickets, parking pass, clothing donations, swag, booths etc.

4. Sponsorship

During the analysis of necessary materials and equipments, there will be cost associated. Look into these costs and evaluate if they could be sponsored. People such as photographers, social media developers and models can be found free through Cal Poly activities and enterprises. Examples include Brock Center (photographers and social media), Media and Communications majors (social media and program development), Cal Poly Rodeo team (models and volunteers) and sororities (models and volunteers).

Materials such as decorations, tables and AV equipment can be sourced through Cal Poly, enterprises or local companies willing to donate the materials. Create a list of full equipment and reach out to companies for donations or necessary materials.

5. Facilities and Volunteer Development

Develop a checklist list of all necessary jobs, volunteers, facility requirements, equipment and materials. As the event nears, start to check out the equipment used and keep a detailed account of where the equipment is from, as well as the requirements of use are and the cost (if any).

For volunteer positions, develop an in depth account of all positions that need to be filled. As these positions are filled, create a contact list and keep volunteers up to date. Develop a briefing for all associated volunteers, make it clear what their role will be and the expectation for them. Remember they are volunteers and as such can choose not to show up. Find responsible people that eagerly want to be a part of the showcase! Additionally, prepare gifts for the staff and volunteers to thank them for their time.

6. Timeline/Run of Show

Develop a timeline that cohesively forms into the schedule of the Miss Cal Poly Rodeo Queen Scholarship Contest in addition to a convenient time for patrons and involved parties.

Create a minute by minute run of show that includes model names, clothing modeled, announcement script and AV cues. Be able to print this timeline out and provide it to necessary volunteers and organizers.

7. Dress Rehearsal

Plan a dress rehearsal close to show time that includes all models in their clothing. Allow models to try on their clothes, understand how to style, formulate their timing, and establish paths to follow. Run through the full show at least once and be critical, don't be afraid to change the timeline and reorganize groups.

8. Event

You made it! Complete the event and bask in its glory.

9. Follow-Up

Follow up with the brands, volunteers and involved parties. Include gifts, swag, co-signer benefits and personalized thank you notes. Appreciate those who have aided the showcase.

Results

This project resulted in a complete event proposal. The proposal includes logistics, finances, volunteer and showcase organization, and a complete run of show. Although the logistics may have to change dependent on the location of the show, the broad event will stay the same and be guided by this event proposal.

Discussion and Conclusion

The author's original intent was to carry out the event proposal at Cal Poly, however holding an event on a university campus involved several levels of liability and financial agreements that the author was unable to successfully complete. For example, although wine was going to be donated, the alcohol consumption permit was not a form the student could fill out without direct involvement from the Cal Poly Rodeo Team. While Cowgirl's Night Out was intended to be part of the rodeo events, it is not currently listed on the rodeo's liabilities to cover. Additionally, by attempting to have the event associated with a campus club, the requirements for catering and employee status is expensive and not a requirement this event can meet.

In order to prepare for the event, the author met with a Cal Poly employee who produces events for the College of Agriculture, Food and Environmental Sciences. This meeting allowed the author to review and discuss the steps the employee takes in order to put on school sponsored and associated events. This is how the author learned of the issues associated with producing a school associated function including the financial obligation of the insurance and the required permits for an independent event.

Implications

Moving forward, Cowgirl's Night Out can be added to the Poly Royal event lineup and be included in all paperwork such as campus dining needs, alcohol licensing and event parking.

Additionally, the author suggests considering hosting the event off campus at locations such as wineries or ranches with event facilities.

The Cowgirl's Night Out event proposal has been provided to the Cal Poly Rodeo Team for future use in conjunction with the Miss Cal Poly Royal Queen Scholarship contest.

References

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