



**Designated Driver Booth Instructions
Live Nation Summer 2010**

HERO Campaign/TEAM Coalition Program at Comcast Center

1. Venue address: 885 South Main St., Mansfield, MA 02048
2. 2 - 3 volunteers per show. Volunteers are expected to work the booth from the time the gates open until the time the main act starts and the concessions plaza shuts down.
3. Volunteers should wear a t-shirt or polo shirt, khaki pants or long shorts. If it is the volunteer's first time, he/she will receive a shirt from HERO Campaign.
4. Parking will be available in the employee lot: LOT #8. Please follow signs accordingly and let the parking attendants know that you are on site for sponsorship duties. At the Comcast Center, please check in at the staff gate with a photo ID. This gate is located at the center of all of the entrance gates, to the right of the kiosk.
5. Volunteers should arrive 1 hour before gates open. Gates open 1 hour before the event start time. Event start times will be provided. The booth will remain open from the time the gates open until just before the main act starts.
6. Volunteers will check-in with local contact when they arrive to review operations of the booth for that venue and make sure they have all the items that they need. Contact for Comcast Center: Andrea Victoria, phone 508-452-8028, email AndreaVictoria@LiveNation.com
7. Please fill in the top of the pledge sheet with the venue, concert, date and volunteer names.
8. Volunteers ask concertgoers to pledge to be a Designated Driver for the day. Although the goal is to have as many people sign up as possible, there are requirements to be able to pledge.
 - The person must be 21+ years of age
 - They cannot drink any alcohol during the course of the event
 - They must pledge to drive their own family and friends home from the event
9. If a person meets these criteria and signs up, please verify (by signing your initials on the pledge sheet in the 'Initial' column) that their information is legible. Also, tell the designated drivers that they are entered to win the Responsibility Has Its Rewards sweepstakes for designated drivers. The grand prize is two tickets to the Live Nation concert of their choice at the Comcast Center next summer.
10. Everyone who pledges to be a designated driver receives a complimentary non-alcohol beverage. Please give them a Thank You for being a Designated Driver token that they can use to redeem for a free soda at any concession stand. If available, HERO Campaign give-away items may also be distributed to each designated driver.
11. At the end of each show, the volunteers will close up the booth as directed by the venue contact and check-out with that representative.
12. Find somewhere to sit and enjoy the remainder of the show!
13. The day after the show, the Live Nation venue representative will scan/email or fax the completed pledge forms to TEAM Coalition. Email: christy@teamcoalition.org, Fax: 703-647-6009. Please remember to fill out the top of all pledge sheet(s) before sending.
14. TEAM Coalition staff will enter the designated driver pledge form information into a database to track the number of designated drivers per venue.