



**Designated Driver Booth Instructions
Live Nation Summer 2010
HERO Campaign/TEAM Coalition Program**

1. Each Live Nation venue will have a local contact that will provide any necessary support to volunteers. Also, there will be a HERO Campaign and a TEAM Coalition contact for each venue. Names, cell phone numbers, and email addresses will be provided.
2. Local contact will receive items from TEAM Coalition and HERO Campaign.
 - Booth, pledge forms/coupons, and pens from TEAM Coalition
 - Give away items and t-shirts from HERO Campaign. Each volunteer will receive 1 shirt the first time he/she volunteers. If he/she volunteers again, the volunteer is expected to wear the HERO Campaign shirt to the venue.
3. Booth assembly and storage will be determined by the local contact at each venue.
4. TEAM Coalition will confirm on a monthly basis that the local contact has enough supplies for the coming shows. TEAM and HERO Campaign will provide additional supplies as necessary throughout the season.
5. 2 - 3 volunteers per venue 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. Volunteers should wear a t-shirt or polo shirt, khaki pants or long shorts.
6. Volunteers should arrive 1 hour before gates open. Gates open 1 hour before the event start time. Event start times will be provided for each venue. The booth will remain open from the time the gates open until just before the main act starts.
7. Parking will be determined by local contact for each venue.
8. Volunteers will check-in with local contact before each show to review operations of the booth for that venue and make sure they have all the items that they need. *If it is the volunteer's first time, he/she will receive a HERO Campaign t-shirt.
9. Volunteers ask people 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
10. 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 a pair of tickets for a concert of their choice at that venue during the 2011 summer concert season.

11. At this venue, everyone who pledges to be a designated driver receives a complimentary non-alcohol beverage. Please give them a designated driver plastic token that they can use to redeem at any concession stand in the venue.
12. At the end of each show, the volunteers will close up the booth and check-out with the local contact.
13. The day after the show, the Live Nation venue representative will scan/email or fax the completed pledge forms to TEAM Coalition. 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.