

Shot List for  
**Spring Fest 2025**

Date: May 7, 2025

**Photo Contact:** Christina Jones = (123) 456-6790

**PR Contact:** Lily Travis = (654) 532-9740

**Schedule:**

- Call Time: 8:00 a.m.
- Photography: 9:00 a.m. - 5:00 p.m.

**Location:** Elm Street, Waco, across the Suspension Bridge

**Event Overview:** Spring Fest 2025 is an exciting springtime celebration aiming to raise funds for local schools in the Waco area. It will include a fun run, live music performances by local artists, and a silent auction.

**Shot List:**

- **9 a.m. - 10 a.m. - Wide shot of the fun run start line**
- **10 a.m. - 11 a.m. - Shots of the fun run, families, and the first-place runner**
- **11 a.m. - 3 p.m. - Photo opportunities of live music performances**
- **3 p.m. - 5 p.m. - Pictures of the silent auction and the winners**

**Captions**

1. Elm St. bustles with excitement during Spring Fest 2025, bringing together families from all over Waco.
2. James Spot, winner of the Spring Fest 2025 Fun Run, celebrates with his family after crossing the finish line.
3. The Fun Run is fun for all, with families, dogs, and adults all running together.
4. Live music performances from local artists Brad Ken and Lacey Monroe captivate the audience at Spring Fest 2025.
5. Spring Fest 2025's silent auction raised \$100,000 for charity, with hundreds of contributors.

Run of Show  
Spring Fest 2025

May 7, 2025

Location: Elm St, Waco, Texas

7-8:30am

- Activity: Fun Run course setup, Live music stage setup, and vendor arrival
- Event Coordinator: Greg Morse (252) 768-8738
- Notes: Ensure all vendors are accounted for and set up, check in with Greg Morse when you arrive.

8:30am-8:50am

- Activity: Final Checks and Briefing
- Event Coordinator: Greg Morse (252) 768-8738
- Notes: Final walkthrough of Fun Run course, sound checks for live music stage, briefing with staff and volunteers

9:00am - 10am

- Fun Run begins
- Event Coordinator: Greg Morse (252) 768-8738
- Photography shots of fun run at start line and finish line

10am - 3:00pm

- Live music performances
- Event Coordinator: Greg Morse (252) 768-8738

3:00pm-5:00pm

- Silent auction
- Event Coordinator: Greg Morse (252) 768-8738
- Pictures are taken of winners, coordinate with Greg for prize allocation

6:00-8:00pm

- Activity: Clean-up and Breakdown
- Notes: Make sure Fun Run course is completely cleaned up, neatly organize any rented sound materials from the stage. Check out with Greg before leaving for the day.

## Talking Points for Greg Morse Spring Fest 2025

### Introduction:

- Good Morning! My name is Greg Morse, the event coordinator for Spring Fest 2025.
- We are thrilled to invite the broader Waco community to this fun and exciting event.

### Event Overview

- Spring Fest 2025 will take place May 7th, 2025 on Elm St, Waco Texas
- All proceeds to this event will go towards local Waco charities
- This event hopes to bring the Waco community together for a good cause

### Key Highlights

- Fun Run: The Fun Run is a 5K, and is \$10 to register. All proceeds go to local charities. Anyone is welcome to run!
- Live Music Performances: local singer/songwriters Lacey Monroe and Brad Ken will entertain the event
- Food Truck Vendors: Delicious local options will be available up and down Elm St.
- Silent Auction: All proceeds from the auction will benefit local charities.

### Schedule:

- The event will start at 9:00am with the Fun Run, and will end at 5:00pm with the silent auction.

### Community Impact:

- Family friendly fun for a great cause
- Support of local businesses and artists

### Logistics

- The event itself will be held on the entirety of Elm St. Waco, Texas (across the suspension bridge)
- Parking is available on-site, and throughout downtown Waco.

### Closing

- We can't wait to see you all at Spring Fest 2025! It will be a beautiful day filled with family fun and vibrant culture
- Thank you for having me!

### Notes for flexibility

- Be prepared to answer last minute event updates
- Emphasize importance of community involvement and participation.