

UKCOP REUNION TOOLKIT



Revised July 21, 2021



IT'S YOUR YEAR!

We're so excited to welcome you and your classmates back to Lexington, Kentucky! We can't wait to reminisce about your days at the UK College of Pharmacy.

Everything you need to successfully plan and host a class reunion is listed within this document.

As always, our team is here to support you along the way. We want to help make your reunion unforgettable (in a good way).

See you soon!

Rosa Mejia-Cruz
Director of Alumni Relations
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GETTING STARTED

Below are things to consider in order to have a successful reunion. They are listed in bullet points to refer to as a checklist if you don't have time to read through the entire toolkit.

- Obtaining alumni contacts
- Updating alumni contact info
- Calendar of events and agenda
- Formation of committees
- Budgeting and sponsorship
- Communication and promotion
- Photography and videography
- Decorations, table decor, place cards
- Catering and bartender
- Music and entertainment
- Audio and visual equipment
- Hotel and lodging
- Transportation
- Parking
- Event ideas and meeting spaces
- Hospitality and greeting of alumni
- Event setup and cleanup
- Giveaway items
- Name tags
- Print mail and email
- Staff needed to work events
- Committee and planner recognition



ROLES & RESPONSIBILITIES

UKCOP ALUMNI RELATIONS OFFICE RESPONSIBILITIES

- Providing a list of contact information for classmates
- Sending out the email invitations
- Mailing save-the-date postcards
- Creating an online yearbook (upon request)
- Providing a class composite (upon request)
- Providing Lee T. Todd, Jr. Building tour (upon request)
- Promoting reunion involvement throughout the year
- Providing contact information for requested faculty members
- Advising the reunion chairs and connecting them to various resources
- Recognizing and thanking the reunion chairs throughout the year



ROLES & RESPONSIBILITIES

REUNION CLASS RESPONSIBILITIES

- Leading the invitation process
- Contacting classmates and keeping them informed about your event
- Providing email content and/or participating in a Facebook reunion event page
- Providing Facebook page link to Alumni Office
- Planning the reunion from start to finish
- Location
- Catering
- Entertainment
- Décor
- Event management: check-in, remarks, running the event
- Event payment
- The event could be sponsored by an individual, a business, etc.
- You could charge classmates to cover the event
- The event could be free by hosting it potluck style at someone's home.
- Reporting the attendance back to the Alumni Office
- Sharing photos from the event with the Alumni Office
- Photos will be posted on UKCOP's social media pages
- Recruiting volunteers needed to help with the event
- Sending a thank you email to those who attended and/or a recap of the event to the entire class for those who missed it

SUGGESTED TIMELINE

12-24 MONTHS BEFORE REUNION

- Form committees
- Obtain alumni records
- Begin brainstorming and planning event ideas
- Meet with UKCOP Alumni Relations Director
- Start considering hotel, catering, banquet and event location options

9-12 MONTHS BEFORE REUNION

- Start spreading the word about the event
 - Make class reunion Facebook page
 - Get in contact with fellow classmates and alumni
 - Post about event on social media pages
 - Alumni Office sends out postcards in the mail
 - Alumni Office sends out first email reminder
- Send a formal invitation after finalizing and updating all contact information
- Start making reservations for:
 - Hotels/lodging
 - Catering
 - Banquet halls or event locations
 - Bartender
 - Photographer and videographer
 - Entertainment
 - Equipment
 - Event setup
- Start communicating and setting up agreements with event sponsors

6-9 MONTHS BEFORE REUNION

- Start communicating and planning with any alumni who would like to participate in certain parts of the reunion (e.g. event setup, sending in pictures for class slideshow and yearbook, etc.)

SUGGESTED TIMELINE

6 MONTHS BEFORE REUNION

- Finalize reservations made for all previously listed items
- Finalize calendar of events and weekly agenda
- Determine the overall cost of the event when everything is finalized
- Work with UKCOP and UK to set up tours of the College of Pharmacy and campus
- Purchase event tickets (UK football game, Keeneland, Big Blue Madness, etc.)

4 MONTHS BEFORE REUNION

- Purchase or receive giveaway items for reunion weekend through sponsorship
- Continue encouraging guests to attend through committee contact, social media posts and all forms of communications

3 MONTHS BEFORE REUNION

- Finalize, print and mail out print materials for guests
- Continue meeting with UKCOP Alumni Relations Director to ensure that the event will run smoothly
- Start getting decorations, name tags, centerpieces, table decor, place cards and any other smaller supplies needed for the events being hosted

2 MONTHS BEFORE REUNION

- Send reservation materials to all alumni contacts who had information pulled for the reunion

SUGGESTED TIMELINE

6 WEEKS BEFORE REUNION

- Check and accept reservations and keep track of what guests are officially coming
- Re-confirm all reservations booked several months before

2 WEEKS BEFORE REUNION

- Finalize attendance numbers through re-checking event reservations
- Put together welcome packs for guests

1 WEEK BEFORE REUNION

- Call caterer with final attendance numbers for proper food and drink count
- Send final event reminders over social media and through email

WEEKEND OF REUNION

- Enjoy your class reunion!

ALUMNI RECORDS

In order to successfully plan a class reunion, it is important that you have access to all the contact information you need for your classmates. To get ahold of alumni records to contact classmates, contact UKCOP Alumni Relations Director Rosa Mejia-Cruz at rosa.mejia@uky.edu.

CONTACT INFO UPDATE

To update your own contact information or provide new contact information for missing alumni, please visit our Contact Update form at bit.ly/updateukinfo.

COMMITTEE FORMATION

Developing a reunion committee can help distribute specific responsibilities to individuals assigned to a committee role. This helps with event organization and allows for the overall planning of the reunion to run smoothly. It also prevents all the work from falling on one or two people. A reunion committee also greatly promotes excitement for your class reunions and can boost participation. Below is a list of suggested reunion committee roles to assign to alumni who are willing to participate in the event planning process:

- Finance and Fundraising
- Promotion and Communication
- Lodging and Transportation
- Events and Entertainment Planning
- History and Documentation
- Welcome Crew
- Setup and Cleanup

BUDGETING & SPONSORSHIP

It's important to budget far in advance for your reunion.

Expenses can add up quickly, so having a plan in place and limits on each category is highly recommended. Consider working with sponsors for your reunion, such as community businesses or other connections that fellow alumni may have. Even when a sponsor does not directly donate money, they will most likely be willing to donate items that you might need or offer an event or group discount for your reunion. Most of the budgeting will be left to your finance committee person, but it is important for everyone working on the reunion to have an idea of how much they should be spending and who they can reach out to for sponsorship opportunities to cut costs.

PROMOTION & COMMUNICATION

Early communication and promotion ensure better participation from your classmates. After getting ahold of alumni contact information, consider setting up a Class Reunion Facebook Page to generate excitement and help improve communication. You may also want to consider putting together a simple website with all the information you have for the reunion, updating it as more information on the event becomes finalized and available.

It is important to provide registration materials for the reunion on all communication and promotional pieces when possible. This will allow for you to form an early estimation of how many people are planning to attend. Also, providing a calendar of events and laying out how the reunion weekend will look once planning is finalized will give your classmates excited and potentially boost attendance rates by generating more interest in your event.

Other communication outlets include email and print mail. Email can be used for quick updates and confirmation of event signups and attendance. You can also send out questionnaires to learn more about your fellow classmates and get a feel for what experiences they would enjoy. Print mail can be used to send class reunion invitations and reminder postcards to alumni as it gets closer to reunion weekend.

PHOTOGRAPHER

Hiring a photographer for your reunion weekend ensures that every moment is captured and remembered for years to come. It also removes the pressure of trying to take pictures yourself and missing out on the moment. If you are interested in hiring a photographer, please contact Kristie Colón, the college's Communications Director, at 859-813-0138 or kristie.colon@uky.edu.

SWAG REQUEST

Submit your request through our UKCOP Alumni Request Form, which outlines the options currently available. You can also request any items not listed and we will do our best to accommodate you.

Current swag options:

- Challenge Coins
- Class Composite Photos
- UKCOP Flag (for group photo opportunities)
- I Met My Wife/Husband/Partner at UKCOP Buttons
- Lanyards
- Stickers

Submit your swag requests at bit.ly/ukcopswag.



LODGING & TRANSPORTATION

WHERE TO STAY

- Hyatt Regency Lexington
(attached to Rupp Arena)
 - 401 W High St. Lexington, KY
 - 859-253-1234
- Hilton Downtown Lexington (across from Rupp Arena)
 - 369 W Vine St. Lexington, KY
 - 859-231-9000
- Lexington Marriott City Center
 - 121 W Vine St. Lexington, KY
 - 859-253-1000

HOW TO BLOCK HOTEL ROOMS

Your group will need to determine how many guests will be staying at the hotel and how many rooms total you will need. Once this number is established, you can give the hotel a call (numbers are listed above) and give them the dates of the stay and how many rooms you will need blocked off and reserved. This needs to be done at least a month in advance. If your reunion falls on a game day or Keeneland racing weekend, we recommend securing your rooms several months in advance.



LODGING & TRANSPORTATION

TRANSPORTATION

There are many transportation options available while visiting the University of Kentucky. To start, UK has on-campus buses that can take you to various Lexington attractions. Between academic buildings, sports facilities and many UK HealthCare locations, there are many locations that you can be shuttled to on the five routes that UK buses follow. Visit bit.ly/ukybuses for more information about on-campus bus routes.

UK also offers e-scooter transportation through Bird E-Scooters. These e-scooters are located all throughout campus. Riders simply download the Bird app for iPhone or Android devices and pay \$1.00 to unlock the e-scooter, plus \$0.15 per minute while riding on the e-scooter. For more information, visit bit.ly/ukyscooter.

For those looking to venture off campus, Lextran public transportation is able to take you to most places throughout Lexington. Visit lextran.com to learn about available routes, bus schedules and bus fares for Lextran passengers. Uber and Lyft ride-sharing services are also available to take you wherever you need in Lexington.



LODGING & TRANSPORTATION

TRANSPORTATION

The Bluegrass Airport in Lexington offers many transportation options for arriving passengers. Travelers can use any of the following to get to different destinations throughout Lexington:

- Rental Car Services
- Ride Sharing Services, like Uber or Lyft
- Lextran Bus Services
- Hotel Courtesy Vans
- Limousines
- Shuttles
- Taxis

For more information on what transportation Bluegrass Airport has to offer, visit bluegrassairport.com.

PARKING

There are a wide variety of locations for guests attending the reunion to park on campus. Maps of where you can park on campus with and without a permit are listed on the UK Transportation Services website. For more information, please visit bit.ly/ukyparkingmaps.



EVENTS & ENTERTAINMENT

SUGGESTED CATERERS & EVENT LOCATIONS

- **Bayou Bluegrass Catering**
 - 861 S Broadway Lexington, KY 40504
 - 859-523-7915
 - bayoubluegrass.com
- **Bluegrass Hospitality Group
(Malone's, Harry's, Drake's, Old Bourbon County)**
 - 866 Malabu Dr. Lexington, KY 40502
 - 859-335-6500
 - bluegrasshospitality.com
- **Dupree Catering + Events**
 - 201 E Main St., Suite 1500
Lexington, KY 40507
 - 859-231-0464
 - dupreecatering.com
- **University of Kentucky Catering**
 - 160 Avenue of Champions, Room A153 Lexington, KY 40508
 - 859-257-1741
 - uky.campusdish.com/en/Catering
 - uky.catertrax.com
- **UK Gatton Student Center**
 - 160 Avenue of Champions,
Lexington, KY 40508
 - 859-257-5781
 - uky.edu/gattonstudentcenter

EVENTS & ENTERTAINMENT

COMING ON A GAME DAY?

HOW TO BLOCK TICKETS

To attend a game, your group will need to determine an estimated number of tickets. Once this is established, call the University of Kentucky Athletics Ticket Office at 859-257-1818 or send them an email at GroupSales@uky.edu. You will need to talk with a representative from the UK Athletics Ticket Office who can then block the seats off for you and send a link for your group to buy their tickets for that particular section.

UK ATHLETICS TICKET OFFICE

- Address: Joe Craft Center, 338 Lexington Ave. Lexington, KY 40506
- Phone: 859-257-1818 or 800-928-2287
- Fax: 859-232-1269
- Email: GroupSales@uky.edu

COMING DURING KEENELAND?

HOW TO PURCHASE TICKETS

Horse racing is a big part of Kentucky and Keeneland is a big part of Lexington! Typically, you don't have to buy tickets to Keeneland in advance, but tickets are limited during Homecoming Weekend. The link provided will take you to where you can purchase tickets for General Admission, the Lexington/Kentucky Room, the Phoenix Dining Room, and the Reserved Grandstand. Visit bit.ly/keenelandtix for more information.



EVENTS & ENTERTAINMENT

EVENT IDEAS

- Have alumni teach other alumni a continuing education course, new skills, or about their career or a unique topic within the pharmacy field
- Host lunch with the UKCOP Dean, where alumni can also request other faculty members to be in attendance
- Take student-led tours of UKCOP and UK's campus
- Host a silent auction to raise money for the Alumni Class Scholarship
- Raffle prizes to attendees throughout the weekend for completing activities, such as a campus scavenger hunt
- Complete a day of service at UKCOP, on UK's campus or in Lexington to give back to the community
- Attend a UKCOP event for food, drinks and socializing with other reunion classes for a minimal fee
- Put together a pop-up store for alumni to purchase class t-shirt and UKCOP apparel
- Host an evening reception with snacks and drinks to gather and reconnect with all your classmates
- Have a picnic with the UKCOP Dean on campus or at one of Lexington's many parks or nature preserves
- Host a golf scramble tournament at the University Club of Kentucky, the official golf course of the University of Kentucky Wildcats Men's and Women's Golf Teams

EVENTS & ENTERTAINMENT

EVENT IDEAS

- Put together a slideshow to see how much your classmates have changed from when they were in pharmacy school
- Organize a class reunion photo with all your classmates together in one place
- Hire a photographer to take pictures of your reunion throughout the weekend
- Host an event at one of Lexington's many local breweries, with many being in the Lexington Distillery District, for a night of drinks and fun with your classmates
- Go wine tasting at one of Lexington's regional wineries
- Attend Keeneland's Fall Race Meet
- Attend a University of Kentucky Football game
- Develop a yearbook for your class by having each classmate submit pictures and information about themselves
- Host a virtual happy hour and learn how to make some fun Kentucky-themed cocktails*
- Host a Zoom breakout room session to catch up with alumni*
- Check out visitlex.com for more ideas on how to make the most out of your stay for your reunion in Lexington.

*Indicates back-up plan in the event a virtual reunion becomes necessary

EVENTS & ENTERTAINMENT

ZOOM BACKUP PLAN

Due to the continued presence of COVID-19, it is important to have a backup plan in place for your reunion. Zoom has been frequently used since the start of the pandemic and is a wonderful resource to communicate with hundreds of people at a time. To be fully prepared, set up multiple Zoom links for different events and plan some events that can be done virtually. Some suggestions include a virtual cocktail hour, breakout rooms with class members, a virtual painting party, virtual cooking lessons and virtual classes taught by fellow alumni and classmates. Make sure to have attendees sign up for Zoom and fill out registration links for virtual events just in case so you can be fully prepared for whatever happens in the near future.



SAMPLE CALENDAR OF EVENTS & AGENDA

The dates and events below are not set for your specific class reunion – they are simply listed for example purposes.

THURSDAY, OCTOBER 7, 2021

- **10:00 a.m., 12:00 p.m. or 2:00 p.m.**
 - Tour of UKCOP facilities
- **10:00 a.m., 12:00 p.m. or 2:00 p.m.**
 - Tour of UK campus
- **12:00 p.m. or 2:00 p.m.**
 - Tour of Kroger Field
- **3:00-4:00 p.m.**
 - Attend a continuing education course on diversity and inclusion within the pharmacy field and earn credit
- **7:00 p.m.**
 - Evening reception with drinks, appetizers and dinner

FRIDAY, OCTOBER 8, 2021

- **8:00-10:00 a.m.**
 - Attend lectures taught by fellow classmates about new skills you can apply in your pharmacy career
- **11:00 a.m. -12:00 p.m.**
 - Picnic lunch with the UKCOP Dean at the William T. Young Library Bowl
- **1:00-6:00 p.m.**
 - Hit the Keeneland fall race meet with your classmates
- **7:00 p.m.**
 - Attend banquet hall dinner hosted by Bluegrass Hospitality Group



SAMPLE CALENDAR OF EVENTS & AGENDA

The dates and events below are not set for your specific class reunion – they are simply listed for example purposes

SATURDAY, OCTOBER 9, 2021

- **12:00 - 3:00 p.m.**
 - Official class tailgate at Kroger Field
- **3:00 - 6:30 p.m. or 7:00 p.m.**
 - Attend UK vs. LSU game with group seating
- **8:00 - 10:00 p.m.**
 - Class distillery night at Lexington's Distillery District and a lesson in making Kentucky-themed cocktails

SUNDAY, OCTOBER 10, 2021

- **10:00 a.m.**
 - 50th Reunion Golden Wildcat Brunch sponsored by the UK Alumni Association
 - Class reunion brunch catered by UK Catering

GIVING BACK

Make your reunion that much more meaningful by giving to incoming UCKOP students. As you reconnect and reminisce about your time with the pharm fam, think about the professors, student organizations and programs that allowed for your success, both personally and professionally. What better way to celebrate this milestone than by helping the next generation of pharmacists by supporting UKCOP? If you're interested in making a gift or remembering the College of Pharmacy in your estate plans, please contact Mary Beth Neiser at marybeth.neiser@uky.edu. Gifts of every size make a difference and are greatly appreciated.

CONTACTS

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UKCOP