

The Coup de Comedy 2022

Thesis, Purpose, Objective, and Approach

The Coup de Comedy is a project designed to facilitate positive experiences with improvisation and performance through four days of free workshops, panels, and shows with industry professionals. Participants are able to work one-on-one with talented and highly trained comedians and improvisers, as well as attend engaging and exciting events. It is a truly unique experience, and it is entirely free for all guests. This festival continues to have a lasting impact on both UCI and the greater Orange County community. In our tenth year, we hope to see how positive experiences with this festival garner a deeper appreciation for the skill of improvisation, performing arts, and how guest's participation has an impact on them over the course of the Coup de Comedy.

Coming back from a mostly virtual way of life, members of the community are eager to interact with others and see live performance in action again. This is an opportunity to have both, while picking up vital social and performance skills in the process. The festival will take place May 4th through the 7rd, in the Spring quarter.

Aside from building a strong community, the Coup de Comedy is a great research opportunity in regard to building beneficial life skills. We explore the influence and importance of improvisation and the ability to interact and support others in a variety of environments. The performers have made a profession out of this skill and offer a lot of insight and tips on how improv has changed their daily, personal, and professional lives. The ideas taught in the workshops are relevant in business settings and education, emphasizing skills like quick thinking and group cooperation.

This free comedy festival now has a following in the Irvine area, which started in local high schools, and fellow Orange County theatres, and also draws people from the Los Angeles area and universities from the San Diego area. More and more people are seeing the benefits of having a free environment to explore, try new things, pick up skills, and have a fun time while doing it. In the past, we have even had students share that the Coup De Comedy inspired them to attend UCI.

Because this is a four-day festival with multiple events running simultaneously and we only have around twenty people on our crew, it can be challenging to make sure everything runs smoothly during the event. To overcome this potential difficulty, we intend to recruit excited volunteers from the community. Everyone on the team will always be accessible by phone, and we will make sure to dole out responsibilities as evenly as possible among helpers.

Responsibilities

1. Producers

- Oversee the entire project
- Act as hosts for the festival
- Function as main points of contact for all researchers
- Put together a production team of UCI faculty and students

2. Event Coordinators

- Serve as first points of contact with all groups booked for the festival and as hosts for events
- Help arrange the festival schedule according to the needs of the featured acts
- Seek out acts/workshops from local community theatres, professional theatres, colleges, high schools, and UCI alumni

3. Publicity Coordinators

- Publicize the event both around campus and the greater Irvine area
- Create innovative advertising materials, such as fliers and promotional videos

4. Treasurers

- Handle finances, reimbursements, additional fundraising, and budgeting

5. Escorts/Information Assistants

- Escort performers to their performance spaces during the festival
- Monitor the informational booth during the festival
- Provide clear directions on UCI's campus

6. Tech Team

- Provide technical sound and light support for performances

7. Runners

- Get needed assistance or items for performances or workshops

Timeline

FALL

Week 8:

- Rehearsal
- On Campus Performance #4

Week 9:

- Rehearsal & Workshop
- Outreach surround high schools
- Thanksgiving Break

Week 10:

- Rehearsal & Workshop
- Workshop Presentation Showcase
- On Campus Performance #5
- Update festival logo for use on marketing materials

WINTER

Week 1:

- Rehearsal & Workshop

-Research festival space availability

Week 2:

- Rehearsal & Workshop
- On Campus Performance #6
- Lock in basic Festival Schedule
- Follow up with potential participants
- Film Festival Promotional Video
- Film fundraising video

Week 3:

- Design Program & Poster
- Rehearsal & Workshop
- Film Festival Promotional Video
- Indiegogo video shoot
- Fundraiser event

Week 4:

- Rehearsal & Workshop
- On Campus Performance #7
- Reach out to parties for performing/education
- Gauge interest in attending from other college teams

Week 5:

- Fundraiser event
- Rehearsal & Workshop
- Off Campus Performance with Foosh (UCSD) Improv Apocalypse Festival

Week 6:

- Rehearsal & Workshop
- On Campus Performance #8

- Announce Festival
- Present Promotional Video

Week 7:

- Lock in tentative festival schedule
- Rehearsal & Workshop
- Create promotional flyers

Week 8:

- Rehearsal & Workshop
- On Campus Performance #9
- Announce Festival participants
- Compose & distribute involvement interest letter
- Continue locking in performers/teachers

Week 9:

- Create and distribute agreements for all participants
- Rehearsal & Workshop
- Research possible fundraising avenues on campus and off

Week 10:

- Rehearsal & Workshop
- On Campus Performance #10
- Compose & distribute fundraising letter
- Register for Celebrate UCI
- Continue communication with performers/teachers

SPRING

Week 1:

- Rehearsal & Workshop
- Begin festival promotional push #1

- Print & distribute posters
- Launch Festival specific website
- Order Stickers/Postcards/Balloons, etc.
- Off Campus Performance at FRACAS College Improv Festival at USC
- Submit fund request to CORE and ASUCI
- Final fundraiser event if needed

Week 2:

- Rehearsal & Workshop
- On Campus Performance #11
- Creation of online reservation system and schedule
- Confirm/finalize opening show with other UCI improv team
- Meet with ASUCI/CORE to discuss funding

Week 3:

- Rehearsal & Workshop
- Confirm travel arrangements & accommodations for participants
- ASUCI funding meeting
- Begin festival promotional push #2
- Create T-Shirts
- Continue communication with performers/teachers
- Launch Ticket reservations
- Order T-Shirts

Week 4:

- Rehearsal & Workshop
- On Campus Performance #12
- Submit marquee request for advertising

Week 5:

- Preparations for Festival: Programs printed

- Rehearsal & Workshop
- Confirmation with festival participants
- Send email to all reservation holders confirming attendance
- Advertise on UCI's campus and surrounding areas

Week 6:

- Coup Meetings
- Rehearsal & Workshop
- Discuss schedules
- House Manager meetings
- Divide team into specialized jobs

Week 7:

- Final Preparations for Festival: Programs printed
- Rehearsal & Workshop
- Final Confirmation with festival participants
- Final emails to all reservation holders confirming attendance
- Advertise on UCI's campus and surrounding areas

Week 8:

- COUP WEEK
- Prepare venues for tech needs/run tech
- COUP DE COMEDY 2020 FROM WED –SAT
- Thank you notes for all performers/teachers

Post Coup (Week 9/10):

- Follow-up/thank you email for all attendees
- Production team debrief
- UROP symposium presentation

Itemized Budget

Event Branding*	
Online Advertising	\$500
Directional Posters/Signs	\$225
Festival Banners	\$800
Festival Postcards	\$150
Large Posters	\$60
Email Blast	\$250
Event Production Costs**	
Document Copies	\$50
Festival Decorations	\$400
Online Organizational System	\$200
Trophies	\$300
Participant Costs***	
Snacks and Water	\$100
Thank You Notes, Gifts, and Swag	\$800
TOTAL EXPENSES:	\$3,835.00

Please note: We are aware that our budget exceeds the \$2,500 maximum that UROP can award. We plan to do outside fundraising to meet the rest of our project's financial needs.

*Event Branding:

- Online Advertising – including but not limited to Facebook ads, Facebook post boosts, advertisement on local and comedy sites

- Directional Posters/Signs – Posters to make campus accessible to members of the community, denoting which performances are where and how to access those venues, and lamination of said posters for durability
- Festival Banners – professional, reusable signage to indicate location of informational booth and venues
- Festival Postcards – Small announcement postcards to be handed out on ring road, and for door-to-door advertising
- Large Posters – For advertising, branding and directional purposes, large posters to hang around campus and in performance venues
- Email Blast – for use of emailing services such as mailchimp, or campus emailing lists

****Event Production Costs:**

- Document Copies – Photocopies of schedules, performer needs, tech requirements, etc. for all volunteers, researchers and participants
- Festival Decorations – eye-catching and festival-promoting decorations, such as balloons and stanchions to promote professional feeling of festival and for use in marketing
- Online Organizational System – a system such as Sched to keep all participants, volunteers, researchers, production teams and attendees informed of venues, performance times and ticket reservations
- Trophies – a trophy for the recipient of our Revolutionary Comedy Award. Past winners have been Emmy-winner Tony Hale and comedian/actor Keegan-Michael Key

*****Participant Costs:**

- Snacks and Water – for performance guests and volunteers, to foster a professional and amicable festival setting
- Thank You Notes and Swag – notes of thanks and promotional goods from the Coup de Comedy 2018 for performers and educators, to foster a relationship with and thank industry professionals

Thank you so much for your consideration.