



SUPA EPIC EVENT KIT ACTIVITY GUIDE

GET READY TO HOST A SUPA FUN EVENT!

HERE YOU WILL FIND DOWNLOADABLE ITEMS, INCLUDING:

- Social Media Assets
- Event Invitation
- Shelf-Talker
- Name Tags for Guests
- Activity Sheets for 18 Different Activities
- Scavenger Hunt Activity Sheet and In-Store Character Cards

PREPPING YOUR EVENT

Promotion and Social Media Strategy

Display your poster in a well-trafficked area and organize your invitations to either print and mail/hand out to prospective attendees or digitally send to Supa Fans. Put together a display of Dav Pilkey books in your window, store, library, or classroom to get everyone excited to POWER UP with Dog Man. Give yourself a social strategy to count down to the event, at least two weeks in advance, using your website and social media to promote your event. You can even consider issuing a challenge to participants to generate excitement. Make sure you designate someone ahead of time to take photos and videos that you can post to commemorate your accomplishments!

Suggested Social Posts

Dog Man is back to battle a brand-new never-before-seen foe! Join us for the POWER UP with Dog Man Event on [insert date and time]. POWER UP with Dog Man and POWER UP with Reading. #DogMan #DavPilkey #YearOfDogMan. An all-new canine crusade is coming to a bookstore [library/classroom/etc.] near you! Activate Supa Hero mode at the POWERUP with Dog Man Event on [date and time].
#DogMan #DavPilkey #YearOfDogMan

PREPPING YOUR EVENT

Printing and Organizing Materials

A week before your event, make sure you have printed plenty of the included activities, you have organized your giveaways, and you have gathered all the art supplies you will need such as pens, pencils, colored pencils, crayons, etc. Arrange your space and move furniture as necessary for the flow of the event, and make sure you have plenty of volunteers on hand to help distribute resources. Taking part in the scavenger hunt? Make sure to find spaces throughout your venue to post the character cards. Once you have all the physical materials for the event activities, make your space even more fetch-ing with the following suggestions to enhance the atmosphere.

Atmosphere Enhancement

- Create a simple interior of RoboTime Industries, with a silver/gray backdrop, cut-out gears, buttons, tools, etc. Put this in an unobstructed area to be used as a photo “backdrop” for participants to take selfies in front of with their favorite Dog Man book(s).
- Label spray cans with homemade labels that read “Living Spray” and “Cannery Grow” and put these throughout the space with other strangely colored bearers of liquid as decorations to suggest there are enemies afoot.
- Encourage staff to wear capes and eye masks and introduce their own Supa alter egos with name badges. Be creative with your new titles!
- Place audio speakers throughout the space and play *Dog Man the Musical*, or other royalty-free heroic music.
- Put a desk in your space with a sign saying “News Desk” and a fake microphone on it. Give regular “Breaking News” updates throughout the event to prompt new activities or celebrate memorable event moments. Bonus points if you have an Australian staff member to impersonate Sarah Hatoff.



HOSTING YOUR EVENT

Tattoos and Name Tags

As guests arrive, have volunteers stationed at the welcome area with tattoos and name tag stickers and markers. For each guest that would like a tattoo, use a spray bottle with water, clean sponges, and paper towels. Guests can use markers to write their own name on their name tag, or they can be filled in for them by the volunteers. Ask guests to display their name tags where they can be seen. Let guests know they may want to leave room under their real name to write their Professor Poopypants name they will generate on the activity sheet.

Hosting Tip

If space permits, a group shot with everyone posing with a Dog Man book, an activity, or event decorations would be a great photo to share on social media during or at the conclusion of the event.



CelebrateDogMan.com

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