

Event Planning

Outline Purpose:

I am planning a gala event for AXIS Dance Company that is based in Berkley, California. Our goal with this gala is to raise money to take our last show “Adelante” on tour. To go on tour, we need to cover the costs of housing and travel as well as advertising and masterclasses we hope to offer at our different locations. We want to take our show on tour to showcase how dance can be diverse and help break down the barriers to more parts of America. By offering master classes at our different touring locations, we will be advancing our goal of diversifying the dance community and breaking down barriers.

Analyze costs:

We have a budget of \$5,000 to spend on this event. The associated fees with our gala are the food, the drinks, the venue, the decorations, and the DJ. Our venue costs about \$2,200. Our catering from both restaurants costs about \$840. Since we are having a cash bar, the bar is going to cost us about \$300. Our special VIP cash bar is going to cost us about \$250. Our DJ is going to cost about \$700. The decorations are going to cost roughly \$400 since we are using some of our own decorations. These fees total up to about \$4,690. This gives us some leeway for sales tax and in case there is an error along the way. We are hoping to be able to turn a profit at the end of the day.

Establish ticket prices

We are inviting 200 people to our gala. The ticket price for the gala will be \$250 with VIP tickets costing \$500. These VIP tickets will allow the guest access to our exclusive VIP room with a special bar that sells more high end alcohol. They will also be allowed first service at dinner as well as time to meet some of the members of our company and ask questions to be able to better understand who our company is and what our goals are with the tour we are hoping to produce as a result of this fundraiser. Our VIP tickets are first come first served because they will be capped at 50 people due to venue capacity.

Choose methods

To help with our fundraising efforts at our gala, we will have a silent auction with baskets donated by our sponsors. One of our baskets that was donated by Gilman Brewing Company contains a pack of their award-winning farmhouse style saisons and a \$50 gift card to their inhouse restaurant. The Homemade Cafe is donating a basket containing cookies, an apple pie, and a \$25 gift card. Target is donating a basket of lotions, candles, and face masks along with a \$25 gift card. We will also be

selling advertising opportunities for our season in our programs as well as on our websites.

Acquire sponsorship

We have some sponsorships with our organization already in existence. For this event, we want to expand our sponsorships with different organizations. We contacted Eureka!, The Italian Homemade Company, Lucia's, David Bower Center, Sounds Elevated, Whole Foods Market, Homemade Cafe, Target, Gilman Brewing Company, and the Berkeley Pottery Barn about sponsoring our event. Out of the businesses we contacted, Eureka!, The Italian Homemade Company, Lucia's, David Brower Center, Sounds Elevated, Target, and Homemade Cafe were the only ones that responded positively. Eureka! agreed to provide us a cash bar for our event as well as a special VIP cash bar. The Italian Homemade Company is providing our event's catering at a discounted rate. Since The Italian Homemade Company doesn't offer gluten free options, we are also sponsoring with Lucia's who is catering us gluten free and vegan pasta at a 15% discount. The David Brower Center offers their venue at a discounted rate for nonprofit organizations. By providing a sponsorship for our event, they have agreed to an even bigger discount for our event. We are getting a DJ at a 25% discounted rate from Sounds Elevated.

Choose Venue

We are renting out all but one of the available spaces at the David Brower Center. There are 4 different areas that we are renting for our event, the Kinzie room, Tamalpais room, the Terrace, and the Hazel Wolf Gallery and Atrium Lobby. The Kinzie room has a banquet seating of 56. The Tamalpais room has a banquet seating of 96. The Terrace has a standing reception of 120 people. The Hazel Wolf Gallery & Atrium Lobby has a standing reception of 200 people. We are using the Hazel Wolf Gallery & Atrium Lobby as a talking area and our performance space. We will have some seating space put out for our performance. The Terrace will be used as a talking area. We will set up some tables and chairs for seating but have a lot of standing room on the terrace. This is also where we will set up our cash bar. The Tamalpais room is where we will serve our dinner throughout the event. There will be tables and chairs set up throughout the room for eating with buffet tables set up around the outside of the room. The Kinzie room will be used as a VIP area for donors who buy VIP tickets. There will be some tables and chairs to provide a place for VIPs to sit and talk. Taking into account the original discount and our 35% discount for sponsoring the event, the total cost of our venue is about \$1,898. This falls into the allotted \$2,200 we have budgeted out for our venue.

Determine Theme

My gala's theme is Secret Garden. We are going to decorate the venue with vines and leaves. We are going to bring in some of our old prop trees and place them around the different rooms we are renting. We are going to use a lot of fairy lights in different colors around the venue to provide a whimsical feel. We are going to have flowers of different, bright colors as centerpieces on all of our tables. Our main color for our decorations is going to be a dark forest green with some yellow, pink, purple, and light blue accents in our flowers and lights. This means that our dress code will be black tie with a rainbow color scheme to go with our color accents.

Make food/drink Plans

We are having pasta and salads from The Italian Homemade Company and Lucia's. The Italian Homemade Company will be providing a majority of our pasta along with several types of salad and casseroles. Lucia's will provide our gluten free and vegan pastas as well as gluten free and vegan Italian tapas. We are having a cash bar provided by Eureka!. The drinks will consist of different wines, beer, whiskeys, and cocktails. At the bar, we will have a special cocktail that we work with Eureka! to create. This drink will be served in a glass that has our company logo that the person whoever bought it will be able to keep it. This drink will cost slightly more and the difference in costs will go to us as a company. Our VIP cash bar located in our VIP room will have the same types of drinks available but with a higher quality and more name branded drinks.

Design Invitations

Our invitations will be on a dark forest green base. There will be some vines and flowers in the corners of the invitation. Our information will be written in a gold print. Our invitation will contain all of our relevant information such as:

AXIS Dance Company Gala

Theme: Secret Garden

Black Tie Event

Cash Bar

Date: October 22, 2022 Time: 6pm-1am

David Brower Center, 2150 Allston Way, Suite 100, Berkeley, California

Experience Live performances from our past show, Adelante, and a DJ

Plan Activities/entertainment

Since we are a dance company trying to raise money for a tour, we are going to perform some of the dances that we are going to take on tour with us. We are also hiring a DJ to play music throughout the event. The DJ costs about \$700 after our 15% discount. We are having a silent auction event going on throughout the gallery

area of the venue with baskets that have been donated by Gilman Brewing Company, the Homemade Cafe, and Target. All of the baskets and their contents have been donated at no cost to us. We will have some card tables set up in the VIP room and on the Terrace (weather permitting) for people to play cards and enjoy themselves.

Decorate Venue

We are going to decorate the venue with vines and leaves. We are going to use a lot of fairy lights in different colors around the venue to provide a whimsical feel. We are going to have flowers of different, bright colors as centerpieces on all of our tables. Our main color for our decorations is going to be a dark forest green with some yellow, pink, purple, and light blue accents in our flowers and lights. If possible, we are going to dim the lights slightly. We don't want the lights to be on full blast because it does not really fit the vibe of the event. However, we do not want to dim the lights too much because that could cause issues for those who have vision issues. If possible, we are going to change the paintings in the gallery to fit our theme better. Towards the beginning of the night, the DJ will play more mellow music with a mysterious vibe to it. They will still play songs that people can dance to because there will be a dance floor area. Later on during the event, the DJ will shift out of the mellow music and shift towards more party-like music. Since we are using some of our old decorations and not purchasing all new decorations, our decor budget consists of \$400.

Seek volunteered

Since the University of California at Berkeley is not that far away from where our event is set to take place, we will ask them for volunteers. We will offer some extra credit for their "Dance in American Culture" class as well as their "Performance and Culture" class. We will also bring some of our dancers into their class to talk about dancing while disabled and how breaking down the barriers in dance is beneficial to the entire dance community. If there are other college students who would like to volunteer but are not involved in the above classes, we will reward them with free food and a cup with our logo on it as well as a student discount to our upcoming show. These volunteers will help us set up and take down the event as well as maintain it throughout the event. They will also help serve the food on the buffet line. I am hoping to get some of the dancers in our company who are not performing this night to greet guests. We will have two greeters at the front door of the building to greet the guests as they come in. We will have two volunteers in the lobby and gallery to help seat guests for the performance and monitor movement and the crowds after the show. We will have two volunteers on the terrace to make sure things are running smoothly at the cash bar and helping remove empty drink glasses from the tables and patrons up there. There will be two volunteers in the VIP room to make sure things

are going smoothly. There will be four volunteers in our dining area to clear dishes and direct patrons along. Volunteers will work in 2 hour shifts. When the volunteers are not on the job, they will be offered dinner in an office area. The volunteer's dinner will be provided by the Homemade Cafe and is included in their sponsoring of the event at no extra cost to us.