



# “Beyond the Pink Napkins” – A Guide to More *Purposeful* Events

Presented by Lerii Smith, President of Project Partners, Inc.



Advancing Community Causes,  
Programs and Projects

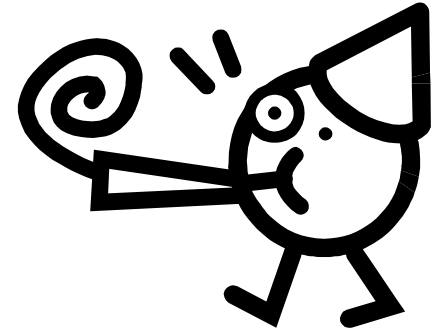
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# Consider the best event you've ever attended.

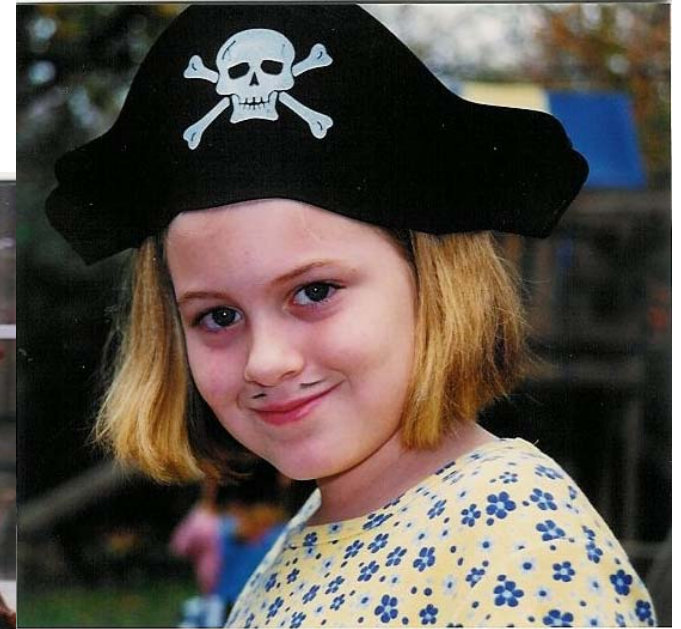


# Best Event Ever Attended



- What was the event?
- What was the *purpose* of that event?
- What made it the best event you've ever attended?

Among my favorites...





You and I execute splendid events for  
a *purpose* :

- Improve your community profile.
- Better market your mission.
- Engage your community.
- Build new programs.
- Raise more money.
- Develop your volunteer or donor base.

# Think Far Beyond the Pink Napkins

- Why? – Purpose.
- Who? – Targeted audience/attendees.
- What? – Type of event.
- Where? – Appropriate venue to exceed goals.
- When? – Consider target audiences, community and internal calendars, VIP schedules.



“Remember that hope  
is not a plan of  
action.”



# How?



- Is this a one-person job or a team of staff and/or volunteers?
- Take a professional approach where the art and science of event management converge.
- Utilize proven tools of the trade that guarantee success.



# Scope of Work

Almost every event includes this long list of possible components:

- Theme and tagline; logo
- Collateral materials
- Site inspections
- Tours
- Special features
- Entertainment
- Refreshments/food
- Décor
- Location details
- VIP consideration - confirmation, orientation, special needs



## Scope of Work (cont.)

- Vendor coordination
- Audiovisuals
- Invitation lists/calls
- Save the date cards/invitations/mailings
- RSVP's/guest registration
- Nametags
- Table and seating arrangements
- Program/scripts/line-up/ceremony
- Signage
- Maintaining/monitoring budget
- Press/media



## Scope of Work (cont.)

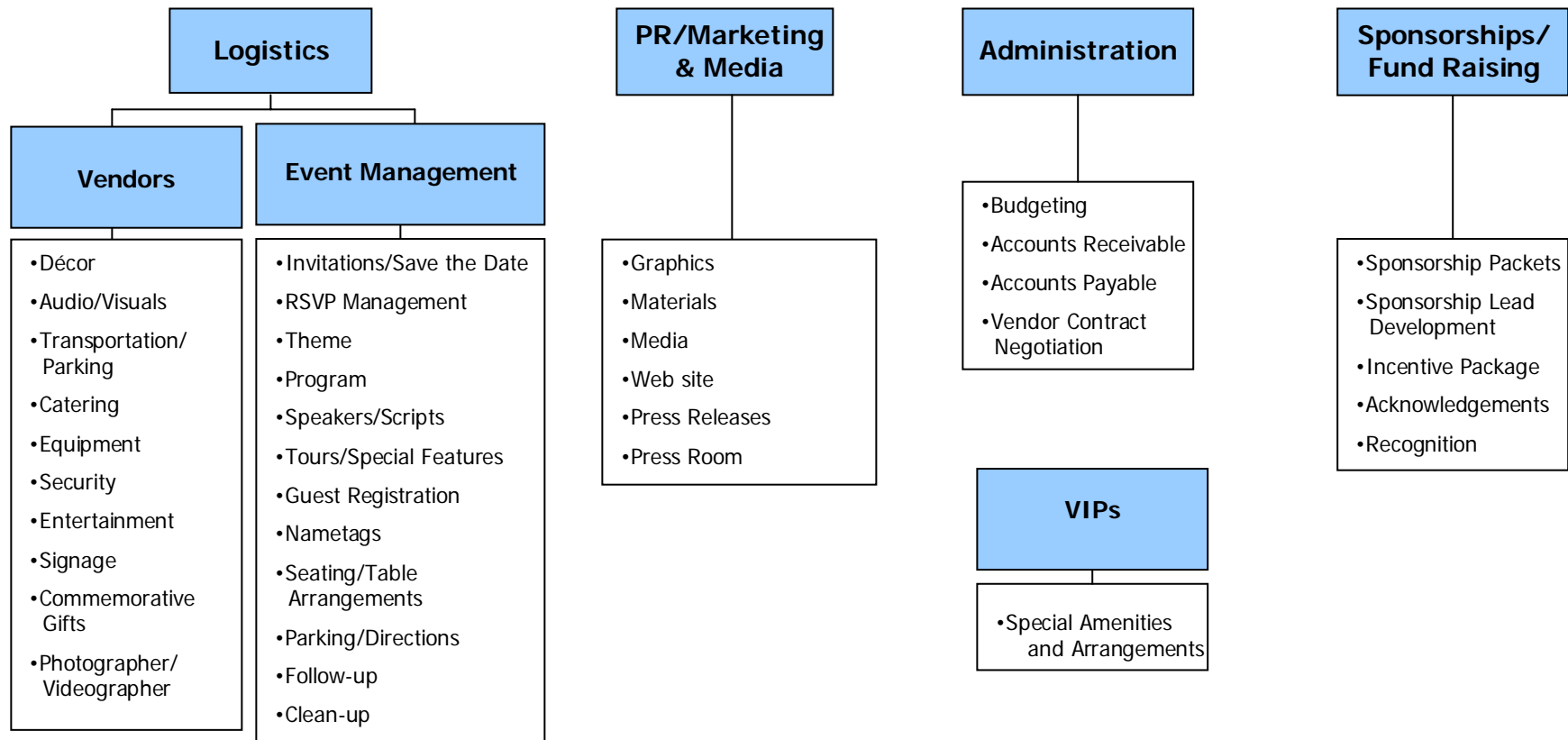
- Souvenirs/mementos
- Security
- Parking
- Photographer/videographer
- Follow-up plan for further communication with guests in attendance after event, if needed
- Constant communication via e-mail and phone
- Status meetings as needed
- Sponsorships and Donations/Fulfilling the benefits promised



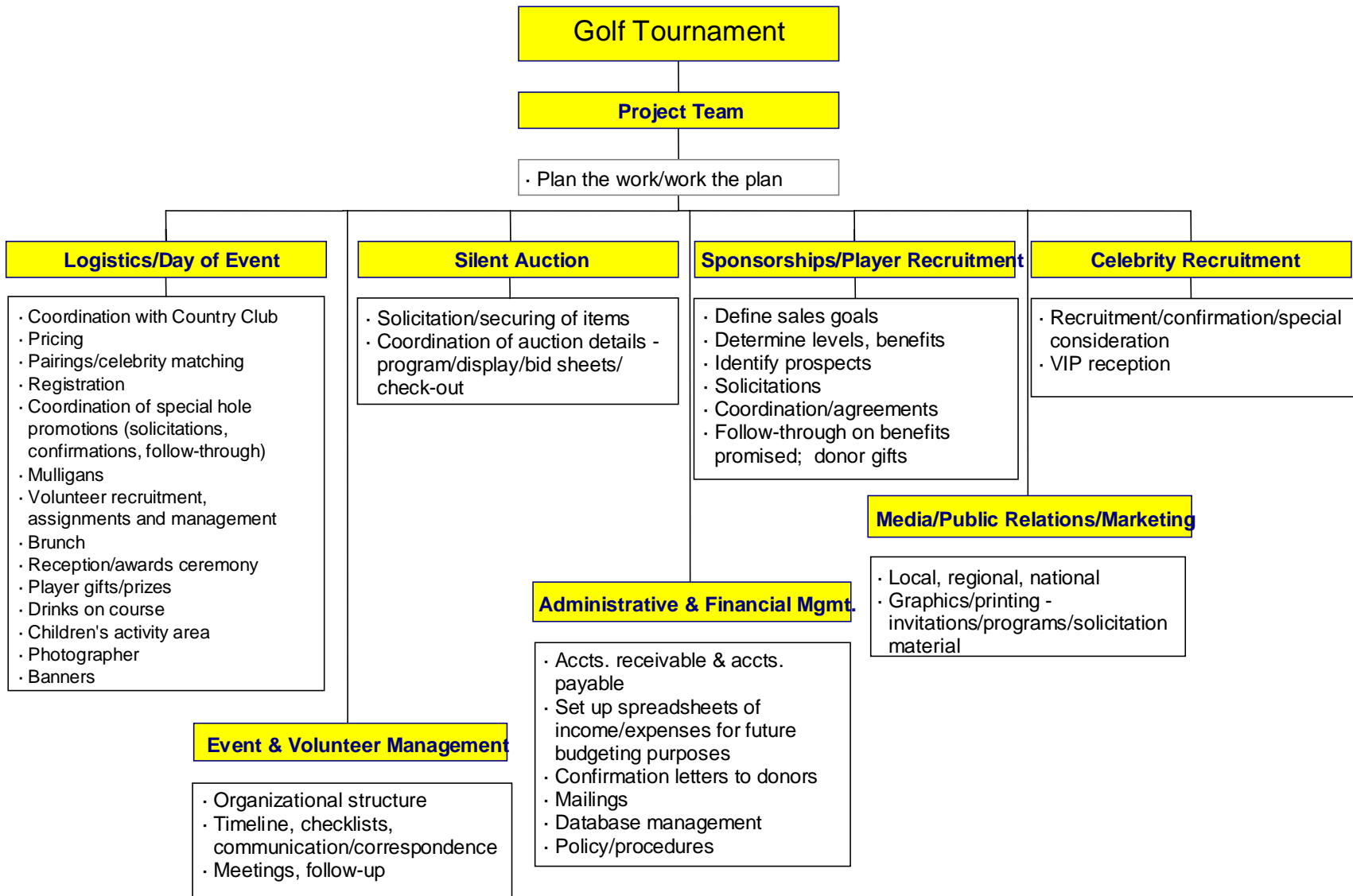
# Sample Organizational Structure

(the infrastructure of any event)

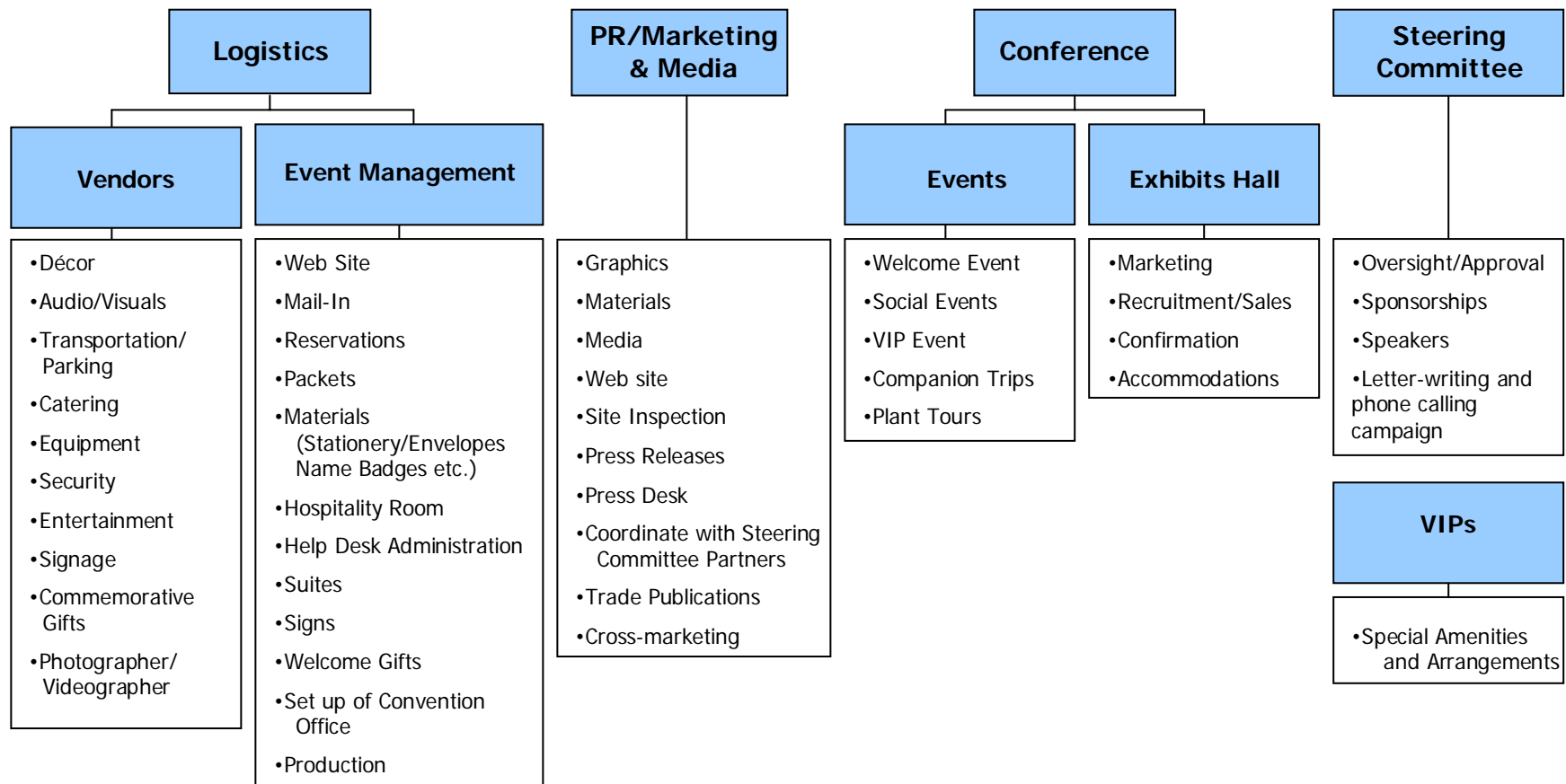
## Gala or Luncheon



# Sample Golf Tournament



# Sample Conference





# Sample Budget

Revenue	Cash (Proposed)	Actual	
"Red" - Title Sponsor (1)	\$5,000.00		
"White" Sponsor (1)	\$2,500.00		
"Blue" Sponsor (3)	\$3,000.00		
<b>GROSS REVENUE</b>	<b>\$10,500.00</b>	<b>\$0.00</b>	
Expenses	Budget	In-kind Donations (Proposed)	Budget Actual
Event Space	\$1,600.00	N/A	
Ice	\$50.00	N/A	
Security	\$1,120.00	N/A	
Tables/Chairs	\$360.00	N/A	
Pipe/Drape & Table Skirting	\$1,250.00	N/A	
Photographer	\$500.00	N/A	
Signage	\$300.00	N/A	
Sponsorship Forms (printing/postage)	\$125.00	N/A	
Vendor/Service Provider Forms (printing/postage)	\$200.00	N/A	
Service Charges (catering)	\$510.00	N/A	
Bus Transportation -Requesting donation from the T -Value quoted is rental cost for schoolbusses		\$1,000.00	
Boxed Lunches & Drinks		\$2,500.00	
Snack Bags (unemployed veterans)		\$900.00	
Snacks & Drinks (vendor/service providers - pm)		\$100.00	
Backpacks/Duffle Bags		\$7,500.00	
Hygiene Kits (homeless veterans)		\$1,800.00	
Office Supplies (unemployed veterans)		\$2,000.00	
<b>EXPENSES</b>	<b>\$6,015.00</b>	<b>\$15,800.00</b>	<b>0.00</b>
	<b>Budget</b>	<b>Actual</b>	
<b>Expenses</b> (not including proposed in-kind donations)	\$21,815.00		
<b>Gross Revenue</b>	\$10,500.00		
<b>NET EXPENSES</b>	<b>\$11,315.00</b>		

# Sample Sponsorship Packet

## Registration, Sponsorship & Donation Pledge Form

Thursday, April 27th, 2006  
(rain date - May 4th)  
9:00 am - 12:00 pm  
Unity Park  
1401 East Presidio Street  
Fort Worth, Texas

### Stand Down Concept

In times of war, exhausted combat units requiring time to rest and recover were removed from the battlefields to a place of relative security and safety.

Today, Stand Down refers to a grassroots, community-based intervention designed to help the nation's veterans "combat" life's challenges.

### Event Information

The 2006 Tarrant County Veterans' Stand Down will provide a broad range of resources for participants including food, clothing, medical services, legal services, mental health and substance abuse screening, job counseling and placements as well as other supportive services.

### Participation, Sponsorship & Donation Opportunities

The Tarrant County Veterans' Stand Down relies on support from our community. Please join this important effort to bring vital goods and services to local homeless veterans by:

- ★ Providing your services onsite at the event.
- ★ Becoming an event sponsor (see "Sponsorship Opportunities").
- ★ Donating goods to be distributed to attendees at the event (see "Donation Wish List").
- ★ Volunteer for the planning committee or day of event (see "Volunteer Opportunities").

Please see reverse for pledge forms.

For more information, please contact  
Wendy Misfeldt at 817.346.1236,  
fax - 817.370.2624,  
wendy.misfeldt@yourprojectpartners.com  
www.workforcesolutions.net



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FOR TARRANT COUNTY

## Tarrant County Veterans' Stand Down



### Volunteer Opportunities

Volunteers are needed in the following capacities:

- ★ Pre-event bag stuffing
- ★ Event set-up and tear-down
- ★ Crowd control
- ★ Service provider registration
- ★ Community registration
- ★ Toiletries/clothing distribution
- ★ Lunch distribution

To sign up as an event volunteer, or for more information about volunteering, please contact Eddy Caldwell at (817) 737-0311 x4474 or eddy.caldwell@tvc.state.tx.us.

### Sponsorship Opportunities

- ★ "Red" (Title) Sponsor - \$5,000 (Limit 1)
- ★ Event to be called the Tarrant County Veteran's Stand Down, Presented by "Company Name".
- ★ Premium recognition (including company logo) on all promotional materials.
- ★ Premium signage at event (signage provided by sponsor).
- ★ Special recognition (including company logo) in Workforce Solutions newsletter.

### "White" Sponsor - \$2,500

- ★ Recognition (including company logo) on all promotional materials.
- ★ Signage at event (signage provided by sponsor).
- ★ Special recognition (including company logo) in Workforce Solutions newsletter.

### "Blue" Sponsor - \$1,000

- ★ Recognition (company name) on all promotional materials.
- ★ Signage at event (signage provided by sponsor).
- ★ Special recognition (company name) in Workforce Solutions newsletter.

### Donation Wish List (need 500 of each item)

- ★ Backpacks or duffle bags
- ★ Office supplies, i.e. notepads, pens, paperclips, binder clips, sticky notes, pocket calendars, etc.
- ★ Socks, hats/caps, rain ponchos, clothes, undergarments, shoes, socks, etc.
- ★ Boxed lunches
- ★ Personal hygiene items, i.e. toothbrushes, toothpaste, combs/brushes, deodorant, shampoo, soap, razors, sunscreen, etc.

## Registration, Sponsorship & Donation Pledge Form

## Tarrant County Veterans' Stand Down



### Sponsorship & Donation Pledge Form

Our organization is pleased to support the Tarrant County Veteran's Stand Down. Please count on our support of:

- "Red" (Title) Sponsor - \$5,000 (Limit 1)
- "White" Sponsor - \$ 2,500
- "Blue" Sponsor - \$ 1,000
- Donation of Goods

Description of Donation: \_\_\_\_\_

Number of Items: \_\_\_\_\_

Donor will deliver to Workforce Solutions on \_\_\_\_\_ (Date)

Solicitor will deliver to Workforce Solutions on \_\_\_\_\_ (Date)

Donation pick-up must be arranged

### Service Provider & Volunteer Registration Form

- Please register our organization as a service provider at the event.

**Registration Includes:** 10' x 10' booth, covered 8' table, 2 chairs, booth ID sign & boxed lunches for two organization representatives (no registration fee required).

- Please contact me about joining the event planning committee.
- Please contact me about becoming a day-of-event volunteer.

Organization/Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Company name as you want it to appear on promotional materials: \_\_\_\_\_

Service(s) to be provided at event (if applicable): \_\_\_\_\_

Please mail or fax this form to:  
Wendy Misfeldt  
P.O. Box 102022; Fort Worth, Texas 76185  
Fax: 817.370.2624  
An invoice will be mailed to you  
(if applicable).



For more information,  
please contact Wendy Misfeldt  
817.346.1236, fax 817.370.2624  
wendy.misfeldt@yourprojectpartners.com  
www.workforcesolutions.net

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FOR TARRANT COUNTY



# Sponsorships = Relational Marketing at its very best.

- You have something to offer.
- You offer it to someone who cares.

(You prospect, qualify, solicit, offer stewardship.)

Sound familiar?



# Sample Timeline

## November

- Define goals & objectives of event; determine "theme of event"
- Determine event schedule
- Determine any special event/performance components
- Walk through of building/Create layout of event
- Set day-of-event schedule
- Set up spreadsheets for budgeting purposes
- Set up master contact list of invitees
- Determine/assign tasks
- Secure audio/visual company for sound system and other AV needs
- Determine and secure all day-of-event speakers/participants
- Secure caterer/secure beverage bar vendor
- Bid logistical items such as draping, tables, chairs, signs, etc.
- Contact VIP's personally, to inform of event and confirm schedules
- Determine and order event giveaways
- Save the date cards sent out

## December

- Secure logistical items such as draping, tables, chairs, sound system, etc.
- Secure special event/performance components
- Determine/order signage needed
- Create invitations
- Send out invitations (mid-December)
- Confirm menu with caterer
- Work out details of table/linens needs with caterer
- Determine need for program; creation and printing of same
- Secure photographer
- Follow-up calls (end of December) to all VIP invitees
- Create day-of-event script

## Two weeks prior

- Meet with audio/visual company to finalize details
- Create detailed day-of-event timeline/task list
- Confirm details/ schedule with caterer, decorator, and AV company
- Update event script (minute-by-minute)
- Tentative script to all speakers/participants

## Event Week

- Meet with staff to discuss day-of-event "game plan"
- Re-confirm all event details with various vendors
- Create goodie bags and/or registration packets
- Create name tags
- Coordinate any special VIP & media requests

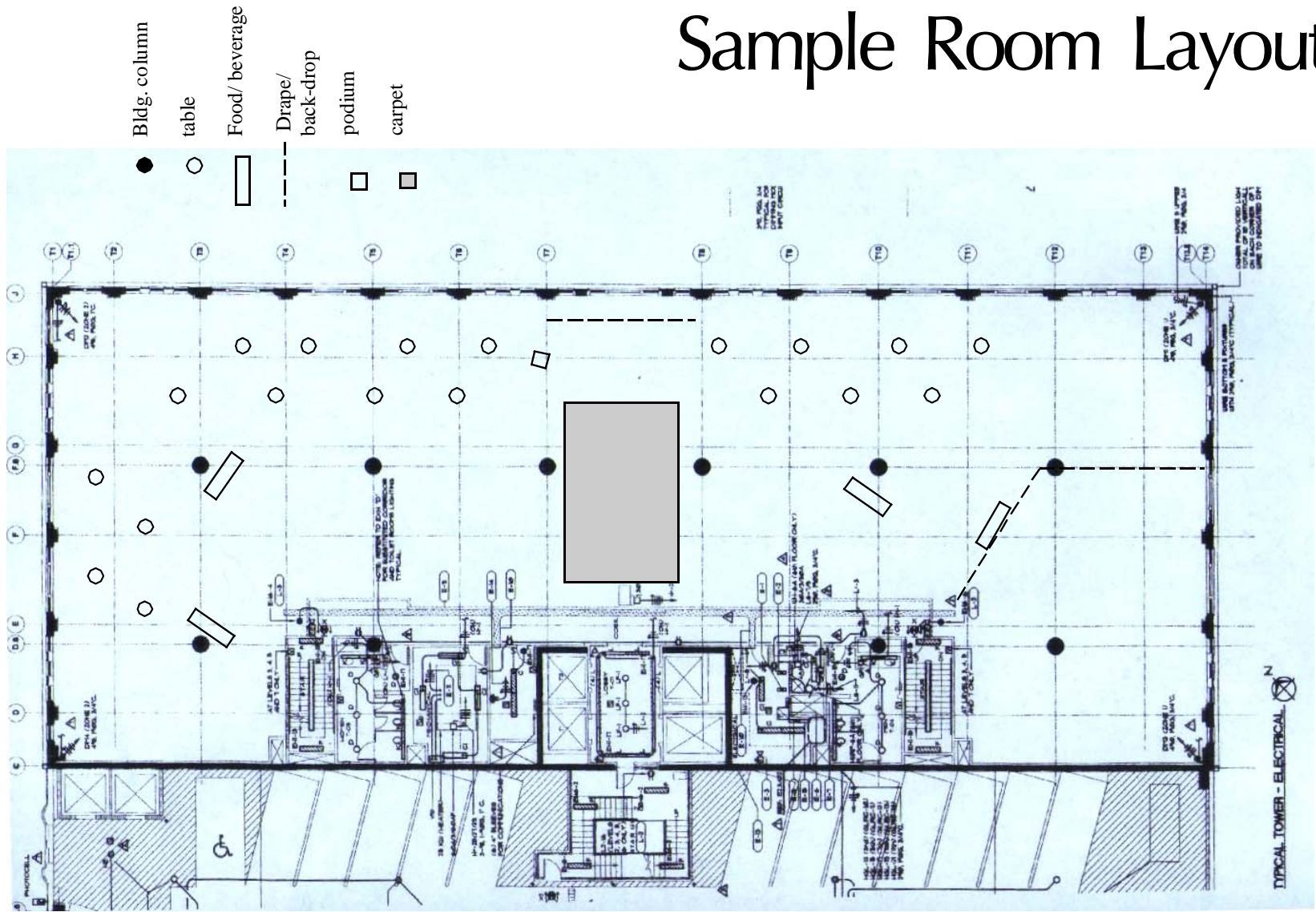
## Day before event

- Set-up decorations
- Set-up rentals
- Place signage
- Set-up AV equipment

## Event Day

- Caterer to set-up
- All logistical needs in place at least 2 hours before start of event

# Sample Room Layout



# The "Cover-Up"



# Sample Day of Event Agenda

WHEN	WHAT	WHERE	WHO	PRODUCTION NOTES	OTHER NOTES
<b>Day before event</b>					
10:00 a.m.	Set up tables	Hanger #	Rental or décor company		<i>Angela on site</i>
10:00 a.m.	Pipe and drape; other skirting	Hanger #	Rental or décor company		
1:00 p.m.	Signage placed	Hanger #, parking lot	Angela Strittmatter		
3:00 p.m.	Volunteer orientation	Public Affairs office	Angela Strittmatter		
<b>Day of Event</b>					
Noon	AV Move in and set-up;	Hanger #	AV company	<i>Sound system with 2 wireless microphones</i>	
Before 2:00 p.m.	Rentals to be delivered	Hanger #	Rental company	<i>Plates, linens, &amp; trash cans</i>	
2:00 p.m.	Set up vignettes	Hanger #	Angela Strittmatter; Décor company		
2:00 p.m.	Set up linens & trash cans	Hanger #	Catering staff		
3:00 p.m.	Sound check AV equip	Hanger #	AV company		
3:30 p.m.	Caterer to set-up	Hanger #	Caterer		
6:00 p.m.	Photographer/videographer arrives	Ground floor	Photographer; Videographer		
6:15 p.m.	VIP/ media greeters ready	Ground floor			
6:30 p.m.	VIP/ media invitees arrive; Champagne reception	Ground floor; outside front doors	Public Affairs staff; Angela Strittmatter	<i>Hors d'oeuvres &amp; champagne passed on trays</i>	
6:45 p.m.	Vignette greeters/servers in place	Vignette 1,2 & 3	Project Partners		<i>Will greet/ mingle as people come in</i>
7:00 p.m.	Vignette's "open"; cocktails, hors d'oeuvres served & entertainment begins	Vignettes 1,2, & 3			<i>Bar stations in each; vignette "themed" hors d'oeuvres and entertainment</i>
7:45 p.m.	Table seating opens	Dinner area			
8:00 p.m.	Welcoming remarks	Dinner area	VIP		
8:05 p.m.	Dinner service begins; light entertainment	Dinner area	Catering staff		<i>band to play; visual on video screens</i>
8:30 p.m.	Program begins; Share the Dream winners recognized; non presenting VIP's recognized	Stage			
8:45 p.m.	Video begins	Stage/monitors			
8:55 p.m.	Emcee introduces keynote speaker	Stage			
9:15 p.m.	VIP #1 remarks	Stage			
9:25 p.m.	VIP #2 remarks	Stage			
9:35 p.m.	VIP #3 remarks	Stage			
9:45 p.m.	Closing remarks	Stage		<i>Volunteers ready to distribute souvenirs</i>	
9:50 p.m.	Vignettes open for souvenir pickup; closing entertainment	Vignettes, dining area, stage			
10:30 p.m.	Band ends; program video replayed as guests leave; cleanup begins	All			

# After the Curtain Closes – Post-event Considerations



- See that all rentals and borrowed items are returned and accounted for and all vendors are paid.
- Deal immediately with the post-event plan for relationship building, both internally and externally.
- Update your databases. Capture new information.
- Send thank you notes to all involved.
- Reconcile the budget.
- Prepare a file report, including file notes for future use.
- Convene the team.
- Analyze the vision and the implementation for future events and ones similar to it.
- Enjoy the success of hard work!

# Consider the best event you've ever attended.





# *Purposeful* Events Require

- A vision and attention to detail. A high energy level.
- An appropriate staffing team.
- Good answers from the very beginning to “Why?”, “What?”, “Who?”, “When?” and “Where?”
- A professional, experienced approach using proven tools of the trade to respond to “How?”.
- A sense of humor and some flexibility so that when Plan B becomes Plan A you’re the only one who knows it!



Best wishes for continued success with  
all of your events!

Thank you!



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