



# Summer BBQ and Concert

04.06.2016

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[Archer Hobson-Ritz](#)

Advancement/ Foundation at the Evergreen State College

2700 Evergreen Pkwy NW

Olympia, WA 98505

## Overview

Evergreen's Summer BBQ & Concert is a tremendous evening of delicious BBQ and live music. Guests are treated to a BBQ dinner by one of Olympia's favorite BBQ joints with fun activities like a photo booth and bocce ball. The evening will feature a live music performance. This event will cultivate and steward relationships with those who have given \$500+ to the college. Additionally, donors are invited to bring guests who may be interested in being philanthropically involved with the college. George Bridges will speak at this event and encourage donations for student scholarships.

## Scope

Approximately 200 people

Saturday July 22nd

5:00 - 9:00 p.m.

## Audience

Donors/ potential donors/ President Bridges

## Goals

### Audience

1. To have an unforgettable experience. Our guests come to this event expecting to have a great time supporting a great cause and feel appreciated.
2. Feel positive and passionate about what TESC is doing and how well we are doing it
3. Feel inspired by the efforts of TESC and continue to be/ become emotionally invested.
4. Leave feeling excited for the continued success and future advancement of the college

### Team

1. Cultivate and steward relationships with donors
2. Raise money for scholarships
3. Create an experience that inspires continued donations to scholarships and student success
4. Capture our audience's attention and interest, and maintain from the moment the first email is sent till follow ups about the event and response emails are sent.

## Budget

Food & Beverage: South Bay Dickerson's BBQ or Aramark

Entertainment: Bocce ball courts, photobooth

Audio/Visual: Lighting And audio technician

Live Music performance

Branding materials: Invitations, Emma, Thank You Notes, Signage (Entrance, bathrooms, seating area)

Decor: seating/blankets, table decorations

## Venue

Red Square

## Key Personnel

TESC Foundation

George Bridges

## Communications Plan

**ONGOING-** Regular follow-ups sent via email

**ONGOING-** Event Promotion

**24th-** Meet with Marketing/Communications to establish execution plan

Emma emailed invitations

Mailed invitations

Add in Spring Evergreen Magazine

**June 20th-** Event signage printed

## Vendors/Event/Support/Decor

Catering- Aramark or South Bay Dickerson's BBQ

Alcoholic beverages- Mercer/COR Cellars wine, Three Magnets Brewing Co.

Photography – Shauna Bittle (TESC)

AV- TESC

## Entertainment

Photo Booth and bocci ball available throughout event

Live musical performance (Options: Oly Mountain boys, Brandi Carlile, Paul Simon)

## Program

**5:00-6:30** Guests mingle and help themselves to BBQ food options, bocce ball, and photobooth.

**6:30-6:50** President Bridges addresses audience thanking them for their continued contributions. Features a 5 minute slideshow showcasing students work and program achievements. Finishes with a toast to the donors and provides information for how to donate that evening. Enthusiastically introduces the live music act of the night.

**6:50-8:00** Band plays

**8:00-8:10** Brief intermission to prompt donors to donate using cards they fill out at table with their information and reminds guests there is still flowing taps and wine as well as their last chance to take a photo in the photobooth. \*Cheers\*

**8:10-9:00** Band continues to play

**9:00** Bridges gives closing remarks and thanks donors once again for their support

## Event Staff

Advancement team

President Bridges

Food vender staff/ Grill masters

Beer and wine tenders

## Timeline

### January

**7th-** Venue Secured

**7th-** Secure food vender and music act

**10th-** Contract for food vendors drafted

**12th-** Acquire alcohol and food licence

**16th-** Contact beer and wine alumni sponsors (COR Cellars, Mercer, Three Magnets Brewing Co.)

**16th-** Contact Evergreen AV team about sound, lighting, and stage for musical performance

**20th-** Identify significant donors through the help of the Advancement team and Banner

**23rd-** Ad for Evergreen calendar drafted

**24th-** Meet with Marketing/Communications to establish execution plan

**25th-** Emma drafted

**28th-** Build and finalize a master timeline

### February

**7th-** Get videography proposal for slideshow

**15th-** Emma finalized and sent out

**18th-** Invitation artwork drafted

**20th-** Aesthetic FINALIZED



## March

**25th-** Invitation artwork finalized and stuffed into envelopes

## April

**1st** -Invitations to 300 donors dropped in mail

**5th-** Thank you post cards go to print

**7th-** Program drafted

**8th-** Program edited

## June

**Ongoing** weekly meetings with event team

Draft Script

Find a medic that can be on site through the entirety of the event

Menu tasting and finalize

Beer & Wine tasting and finalize (Wine: A red, a rose, and a white, Beer: two types of beers)

Programs sent to print

## July

**Ongoing** weekly meetings with event team

Finalize script

Event briefing with advancement team

**22nd- EVENT DAY!!**

## August

**25th-** SWOT Analysis

**23rd-** Event Wrapped