

Senior Swing

DANCE FOR THE SENIORS OF
ORANGE COUNTY

EVENT BUSINESS PLAN FOR SENIOR SWING

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I. Executive Summary

Senior Swing is a public event that celebrates the lives of the elderly within Orange County. With Alzheimer's disease directly affecting the target market and being the sixth leading cause of death in America, proceeds will directly benefit and raise awareness for the Alzheimer's Association. The gala will increase involvement and effort in the community towards the importance of senior citizens.

The event will take place at the Senior Center in Central Park in their Parkview Room on Thursday, April 19th of 2018. The gala will begin promptly at 6:00 P.M and end at 9:00 P.M, granting the seniors enough time to truly enjoy their special event. The event planner intends for 150 guests or more to attend. Due to the event celebrating the lives of the elderly, of course, the target market are people who are 65 years old or older. Entertainment from music and photo booths, appetizers, desserts, beverages, decorations, gift baskets, and other equipment will all be required to host a satisfactory and professional event. With that being said, the estimated amount of expenses towards hosting the gala is \$856.46. Along with that, the goal of the event is not only to host a successful event, but raise a total of \$3,000 to directly benefit the Alzheimer's Association. Proceeds will be made through guests' RSVP fee, sponsors' gift baskets, and donations.

Senior Swing and the business plan was developed and founded by Edison High School senior, Bella Manning. The event planner intends for the gala to not only reach a wide audience of people, but truly unite and celebrate the senior community, while raising awareness and money for those who continue to suffer from Alzheimer's disease.

II. Background & History

Event Management & Experience

Taking into consideration that the event planner, Bella Manning is only in High School, she has no prior experience to event planning. However, with assistance from her mentor, Marion Miele, the event will be able to be successful and meet her goals. Marion Miele created a very similar event, where she held a fashion show and gala for the elderly of Crown Cove Senior Living. The fashion show pertained the same goals and target market as *Senior Swing* and will benefit the gala by promoting *Senior Swing* to the fashion show's attendees. Due to the event planner's passion towards helping the elderly, she had also interned with Marion in order to gain a better insight on the business aspect of generating an event. Randy Pesqueira, the Central Park Senior Center's Executive Director has given the event planner the opportunity to assist in their February event - Valentine's Dinner & Dance. The opportunity to assist in a very similar event to *Senior Swing*, will benefit the event planner immensely. The assisting opportunity will allow the event planner to become familiar with the venue, discover what the guests like at the event, and learn how to properly plan and manage a large gala. With determination, passion, and proper time-management skills, the event is capable of being very successful and granting attendee satisfaction.

Event History

April 19th, 2018 is the day that the first ever *Senior Swing* will be held. The inspiration and idea for *Senior Swing* sparked from the event planner's strong bond and love for her elderly family. Seeing the lack of love and support towards the elderly within Orange County, *Senior Swing* hopes the community will come together to show their appreciation for our seniors and benefit the Alzheimer's Association.

III. Event Overview

Vision

Senior Swing aims to unite the elderly community by celebrating the lives and youth still within Orange County's senior citizens, while raising money and awareness towards the Alzheimer's Association. The event will occur on a Thursday evening, April 19th, 2018 at the Central Park Senior Center. The goal is to raise about \$3,000 to directly benefit the Alzheimer's Association.

Mission

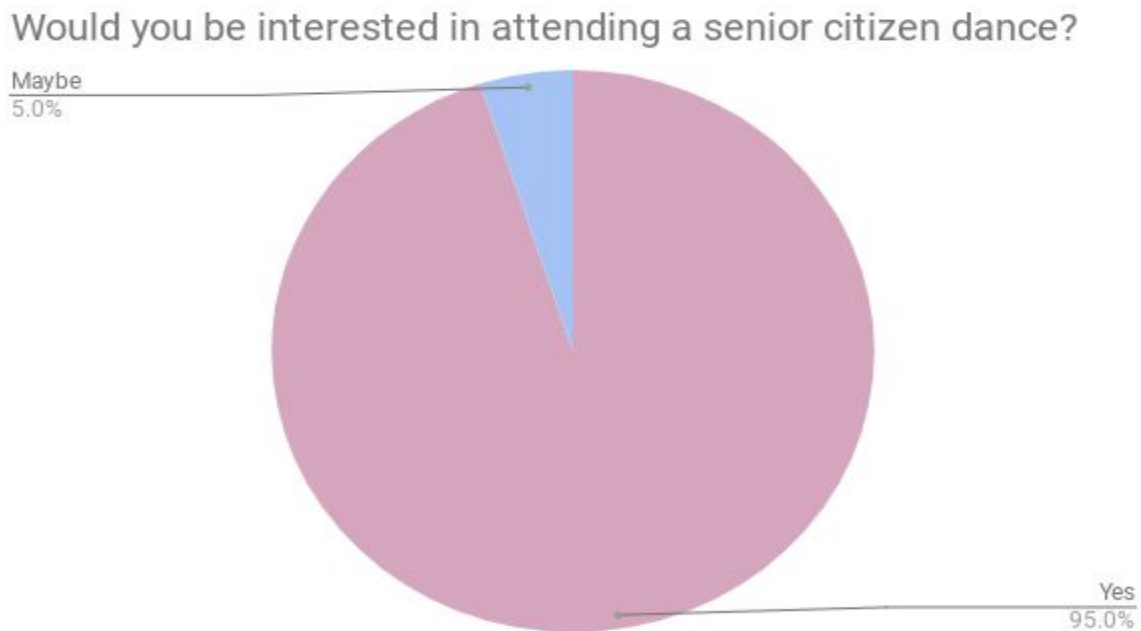
My goal of my Senior Project is to gain knowledge and a better understanding by hosting a public event called *Senior Swing* which focuses on celebrating the lives and youth of the elderly.

Key Outcomes & Deliverables

In order for *Senior Swing* to be a successful event, there are many tasks that need to be completed prior to April 19th. Before the gala, the event planner must generate a survey for local senior citizens' opinions to be noted. The questions will ask the elderly on what they will like at the event, ranging from the theme, ticket prices, decorations, specific foods and drinks, and entertainment. The event planner must also properly market the event to obtain the desired amount of attendees of about 150 people. In addition, it is essential for the event planner to gain

sponsors and prize donations to be auctioned off at the gala in order to reach the desired goal of raising about \$3,000. Next, it is critical to acquire proper decorations according to the theme, ranging from tablecloths, center pieces, flowers, and overall, decorations to make the event appealing. A food and beverage company will also be secured in order to provide appetizers and desired beverages, including alcoholic beverages. Lastly, entertainment will be obtained from a live band, music from a PA, a photo booth, professional photographers, games, and caricatures. The event planner has recently been in touch with family friends who are willing to photograph the event, create corsages and boutonnieres, and provide appetizers, without cost.

Survey Findings



The Event

On Thursday, April 19th of 2018, *Senior Swing* will take place at the Senior Center in Central Park. The event planner and volunteers will arrive at the senior center at 4:00 P.M to unload needed materials and equipment. From there, the volunteers and event planner will then begin setting up, arranging, and preparing the venue. 40 minutes before the event begins, the companies booked for the gala will arrive and set-up. At 6:00 P.M, *Senior Swing* will have officially begun. Through out the night, guests will be able to socialize, dine, drink, dance, peruse the gift baskets and bid, and further donate towards the cause. The band will perform twice through out the night and when they are not, music will be played through a PA system. An hour before the event ends, the event planner will announce the gift basket winners and give a speech, thanking all the guests. At 9:00 P.M, *Senior Swing* will have concluded. An extra hour is booked in order for the event planner and volunteer to tear-down and clean up the space by 10:00 P.M

Event Day Schedule

4:00 P.M	<ul style="list-style-type: none">● Event planner & volunteers will arrive at the senior center● Event planner & volunteers will unload needed materials & equipment
5:00 P.M	<ul style="list-style-type: none">● Event planner & volunteers will arrange dining tables with tablecloths, placemats, silverware, & flower arrangements● Event planner & volunteers will set up the check-in space, donation box, corsage/boutonniere table, photo area, game tables, & display gift baskets

5:20 P.M	<ul style="list-style-type: none"> ● Photographer, band, catering company, caricature artist, and bartender will arrive and prepare at senior center ● Event planner & volunteers will finalize decorations
6:00 P.M	<ul style="list-style-type: none"> ● Band will begin to play ● Guests will arrive & check in ● Volunteers will escort guests inside to pick up corsage or boutonniere ● Alcohol, appetizers, and desserts will be available ● Volunteers will walk around with raffle tickets for sale with accessible card and cash payment
7:00 P.M	<ul style="list-style-type: none"> ● Band will end and PA music will play ● Guests are welcome to dance, view gift baskets, eat and drink, and partake in activities
7:40 P.M	<ul style="list-style-type: none"> ● Event planner will close gift basket and prize auctioning ● Event planner will randomly select winners for each prize
8 P.M	<ul style="list-style-type: none"> ● Event planner will announce winners of the gift baskets
8:20 P.M	<ul style="list-style-type: none"> ● Band will begin to play
9 P.M	<ul style="list-style-type: none"> ● Gift basket winners will claim prize ● Guests will be escorted to vehicles ● All guests will leave
10 P.M	<ul style="list-style-type: none"> ● Event planner and volunteers will begin to clean up ● Parkview Room will be completely cleaned up ● Funds will be collected and totaled ● Event will end

Target Market

Of course, *Senior Swing* is targeted towards the elderly, ages 65 and up. When it comes to donations, the target market is people around 20-50 years old, who are willing to donate money in order for the senior citizens to have a memorable night and benefit the Alzheimer's Association.

Stakeholders & Developments

All proceeds from *Senior Swing* will directly go towards the Alzheimer's Association. If the goal of \$3,000 is met, the Alzheimer's Association can directly use the proceeds to further the search for a cure for Alzheimer's disease, help seniors suffering from Alzheimer's disease within Orange County, and much more. Overall, Alzheimer's disease has a direct impact on the event's target market and is the sixth leading cause of death in America; therefore, *Senior Swing* intends to benefit anyone suffering from Alzheimer's disease.

IV. Development Plan

SWOT Analysis

Strengths <ul style="list-style-type: none">• Location is accessible and familiar to target market• Non-profit event• Event will create a positive impact and unite the elderly community• Donations will directly benefit the Alzheimer's Association• Comfortable amount of space reserved• Family and friends who are willing to volunteer	Weaknesses <ul style="list-style-type: none">• No experience in planning a large event• Low budget• Minimal amount of time• No communications with a catering company and bartender
Opportunities <ul style="list-style-type: none">• Chance to support and benefit those who suffer from Alzheimer's disease• Unite elderly community• Creating an event that can allow senior citizens to feel cherished and young again• Other organizations may be interested in partnering with the Alzheimer's Association• People who discover the event may want to get involved in supporting Orange County's elderly and the Alzheimer's Association• Event planner will gain experience for other possible events	Threats <ul style="list-style-type: none">• Not enough volunteers• Volunteers do not cooperate and follow instructions• Guests do not show up• Sponsors may decline event planner's requests• Guests are upset with overall event• Possibility of guests becoming injured• Cost of event is too expensive for guests• Gift baskets are undesirable

V. Event Requirements

Facilities

Senior Swing will be hosted at the Central Park Senior Center in the Parkview Room. The Parkview Room includes a stage and patio with a 6 hour minimum rental time. The event planner has reserved the venue for Thursday, April 19th, 2018 from the hours of 4 P.M - 10 P.M. The 6 hours will grant the event planner and volunteers enough time to set up and tear down the event. Considering the gala is a non-profit event, the venue is rented at \$75 per hour, with alcohol authorized.

Services

The following services that will be provided at *Senior Swing* are volunteers at a check-in station, escorts, bathrooms, photographers, and waiters. A check-in station will be provided, in order to check if guests paid and RSVP'd to the event. Near the check-in station, bathrooms are provided. Escorts, waiters, a band, caricature artist, and photographers will also be equipped for every guests' needs. Escorts will be there to welcome guests to the venue. Waiters will be serviced to provide food, beverages, and any other needs from guests. Lastly, a band, caricature artist, and photographer will be provided for entertainment value.

Production

There are many materials and equipment required for *Senior Swing* to be a successful, safe, and satisfactory event. Prior to the event, paper and ink will be used for advertisements. The advertisements will be placed at many senior centers in Orange County, in order to promote and inform the target market on *Senior Swing*. On the day of the event, tables with tablecloths, placemats, silverware, napkins, plates, cups, chairs, and a center piece are required to provide an aesthetically pleasing place for attendees to eat and socialize. The event planner intends to borrow the chairs, tables, table cloths, silverware, cups, and plates provided by the venue. Along with the dining tables, a designated desk will be used so that guests can properly check-in to the event. Lastly, there will be smaller tables for other entertainment purposes which include a table to hold photo booth props, the photographers' cameras and equipment, gift baskets, appetizers and desserts, corsages and boutonnieres, a caricature station, the band and bartender's space, and extra tables on the patio. With that being said, each table will need its own tablecloth and decorations. Below the stage, there will be a dance floor for guests. There will also be decorations regarding the theme from balloons, garland, flowers, pillows, signs, and much more. Regarding the donated gift baskets, silent auctions and raffles will be held so attendees may bid and buy raffle tickets towards whichever basket they desire. The event planner intends for there to be over 30 sponsored gift baskets for attendees. There will 2 tables, one that will hold the silent auction baskets and the other for raffle baskets. The tables will also provide a credit card processor with volunteers to assist with any questions. The event planner and band will also be using a PA system that is supplied by the venue. The PA system allows the event planner to

make announcements, speeches, play music, and for the band to play. Also, appetizers, desserts, and beverages will be needed to grant attendee satisfaction. Corsages and boutonnieres will be pre-made and set on a table for attendees who want one.

Legal & Insurance

In order to host *Senior Swing* at Central Park's Senior Center, the event planner must obtain approved permits and insurance for liability purposes. Due to the gala providing alcohol, an alcohol filing and liability fee are required. The alcohol filing fee is \$5 and the insurance liability fee is \$173 if 100 or more guests attend.

VI. Marketing & Communications Plan

Market Analysis

Stated above, the target market for *Senior Swing* are the senior citizens of Orange County, ages 65 and up. For donations directly towards the event's cause, the target market is people around 20-50 years old, who are willing to donate and bring an impact to the community. In order to reach out to the listed target market, there are many forms of advertising and promotion needed for *Senior Swing* to acquire guests. Due to the gala being a non-profit event, the event planner hopes people will feel more inclined to become involved with the event.

By directly promoting to the target market, advertisements will be most effective by being placed in senior centers. Fliers will be hung on senior center's activity boards and smaller pamphlets will be placed in the senior center's lobbies on the front desks. At the desks, there will also be sign-up sheets for seniors to directly RSVP and provide the concierge with money. The event planner will visit the senior centers every 2 weeks for the centers that are willing to collect and handle fees. Not only will the fliers be placed at senior centers, but businesses and restaurants within Orange County. Overall, these creative event fliers and pamphlets intend to draw the attention of senior citizens with an appealing, yet professional layout. The pamphlets and posters will also provide a link to *Senior Swing*'s official website, where the gala will be further promoted. The website will provide more in-depth information on what the event is about, what to expect, the location, time and date, the cost, dress code, the cause, who can attend, about the Alzheimer's Association's, rules and regulations, how to RSVP, a video, and much

more. With that being said, the website will be generated through Squarespace.com with a domain for \$20 per year. In addition, the event planner will create a Facebook page for the gala. The Facebook page will not only allow families to learn more about the event and bring interest to their elderly family, but give them the opportunity to volunteer and donate. Due to event planner have strong connections with particular senior citizens in the community, she will make about 50 personal invitations for a more personal invite.

Market Development Plan

The RSVP fee of \$25 and any donation transactions will be done through the *Senior Swing* website, in person through the event planner, through the concierge at a senior center's front desk, or on the day of the event through donation boxes and gift basket fees. All funds will be handled by the event planner and held till after the event. In specific, the website will allow the event planner to know how many guests are looking to attend and their contact information. Once a guest completes the RSVP process and pays the fee, they will receive an email confirmation and a personal message, thanking them for wanting to attend and benefit such a cause. In regard to donations, the goal of raising \$3,000 and the current donation total will be at the top of the website to inform donors. If guests choose to RSVP in person or at their senior center, they will receive both an email confirmation and a personal thank-you card.

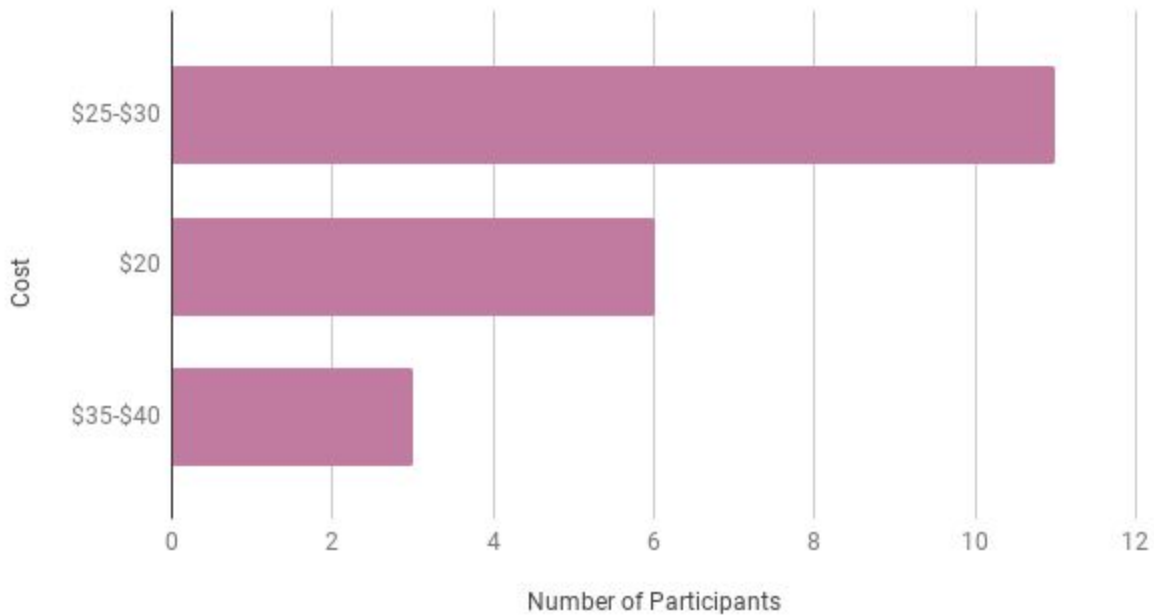
VII. Financial Plan & Considerations

Income & Expenditure Projections

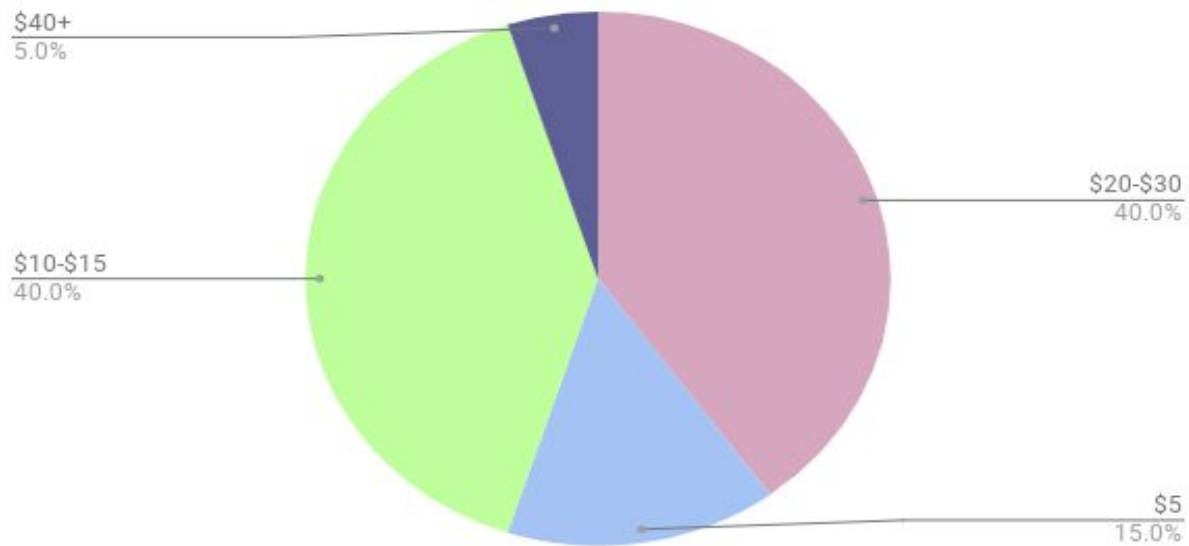
Due to *Senior Swing* being a non-profit event, the event planner intends for minimal expenses put towards purchases. With that being said, the event planner is willing to spend about \$400 of her personal money towards the gala. There will be a GoFundMe account made so the event planner is able to obtain more money to put towards the event. The event planner hopes that family and friends will donate enough so there is a total of about \$900 to spend. With the personal and donated money, the event planner is willing to pay for the website domain, the venue, alcohol filing fee, raffle tickets, liability fee, fliers, pamphlets, and a few decorations.

Survey Findings

How much would you be willing to pay to attend Senior Swing?



How much would you be willing to donate at Senior Swing? All proceeds directly benefit the Alzheimer's Association.



Financial Breakdown

Personal Expenses	Money Breakdown
Website Domain	1 year = \$20
Venue	6 hours x \$75 per hour = \$450
Alcohol Filing Fee	\$5
Raffle Tickets	2000 Staples tickets = \$10.49
Liability Fee	100+ people = \$173
Fliers	50 fliers = \$37.98
Pamphlets	100 pamphlets = \$79.99
Decorations	= \$80
Total	\$856.46

Money Funder	Money Breakdown
Guests	150 guests x \$25 entry fee = \$3,750
Donations	75 guests x \$15 = \$1,125 75 guests x \$20

	= \$1,500 = \$2,625
Gift Basket Sponsors	10 sponsored gift baskets x \$50 = \$500 10 sponsored gift baskets x \$80 = \$800 = \$1,300
Raffle Prizes	200 tickets x \$1 = \$200
Total	\$7,875

VIII. Supporting Documents

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