

EVENT SUMMARY

TO: Tim Snyder, *Associate Vice President and Director of Alumni and Donor Services*
Chip Patterson, Erica Lyall, and Dianne Weavil, *Planned Giving Staff*
Kara Yates, Elaine Tooley and Kathy Fair, *Stewardship Office Staff*

FROM: Brittany Hunton, *Event Coordinator, University Events*

DATE: May 9, 2012

SUBJECT: Samuel Wait Legacy Society

Event Date: April 21, 2012

Event Name: Samuel Wait Legacy Society Brunch

Event Location: Benson 401

Total Invitations Mailed: 1650 (dual invitation for both the brunch and the President's Weekend Scholarship Dinner)

Expected Attendance: 125-150

Actual Attendance: 120 guarantee number with approximately 13 no-shows

Invitations: Stewardship Office worked with C&ER team to design and print invitations. Invitations were sent by mail house.

RSVPs: Kara Yates took RSVPs

Agenda/Script: The Stewardship Office worked with Chip Patterson, and the Planned Giving Office, to determine the agenda and run of show.

Program/Printed Items: C&ER coordinated with the Stewardship Office to develop the program and work with the printer. C&ER also worked with the Planned Giving Office to create the Legacy Society logo and informational booklet.

Catering: UE worked with Aramark to create a menu that was appropriate for a tight budget, but still incorporated plenty of options for a brunch themed event. The menu was then condensed by UE and the Planned Giving Office to better match the demographic and budget.

As guests entered Benson, they were given a name tag, table assignment details, and asked to make their way upstairs to be seated at their table. Kathy

Fair manned the name tag booth and Kara Yates handled any issues with table assignments. There were only a few guests that showed up without an RSVP, but these guests replaced seats of those that did not show up. Mimosas were passed as guests arrived, and guests were strongly encouraged to go through the stations promptly.

There were several compliments on the high quality of the food and presentation. The shrimp and grits were very well received, and even required additional burners to speed up the service. It is recommended that there be (2) shrimp and grits stations at the brunch next year. This should help accelerate service for this popular item. It is also suggested that a beverage station be set-up so that guests would be able to help themselves to coffee or juice upon arrival. Many guests were not aware that beverages would be served tableside. Providing a non-alcoholic drink on the tray of passed Mimosas for those guests not wishing to have alcohol, would also be a nice idea.

Floral: Centerpieces were created by Amy Lynne Originals. These were recycled from the President's Weekend Scholarship Dinner the previous night. In order to incorporate the Legacy Society's new color scheme, Amy left red tulips that were added to each centerpiece to help blend the red from the logo and information booklet with the table-scape. We used a combination of cubes and cylinders for the centerpieces on the tables, and all the tall vases were used on the buffet stations. All containers were rented through Amy Lynne, and they were picked up shortly after the event.

Rentals: Linens and napkins were rented from Party Tables. All other rentals including riser, steps (2 sets), skirting, pipe and drape behind stage, chivari chairs, dishes, silverware and glassware were rented from Hauser and were re-used from the President's Weekend Scholarship Dinner the previous night. Greenery was also rented from Dale and remained in the same places as the previous night. All rentals were picked up promptly after the event.

Entertainment: Members from the al cappella group, Plead the Fifth, concluded the program by singing the Alma Mater. Their performance was coordinated by the UE Office.

Audio/Visual: Sterling Audio Visual was contracted to be the on-site a/v technician, and provide the lighting, audio for the podium, display the scrolling names of donors, etc. He did an outstanding job working around the challenges Benson 401 presented (columns in center of room and very low ceilings). This event was not videotaped, and the call was made by Chip Patterson. Soft jazz music played prior to the start of the program, and added a pleasant and lively start to the event.

Parking: Parking was available on Davis Field with directional signage on campus to help direct guests. A golf cart was available on-site for any guests needing assistance to the entrance of the building. However, the golf cart was not used at this event.

Photographer: Ken Bennett was on-site to take photographs of the donors with their scholarship recipients for any groups that were not present at the Scholarship Dinner the previous night.

Facilities: UE created and submitted a work order to have the VOT podium delivered to Benson on Friday morning along with general sweeps of Benson and assistance with parking on Davis Field. The work order also included facilities picking up the podium after the event on Saturday afternoon.

Planning Committee: The planning committee consisted of Kara Yates, Elaine Tooley, Brandi Cleveland, Brittany Hunton, Chip Patterson, and Erica Lyall. We met every two weeks/once a month leading up to the event to ensure all of the issues/questions/details were addressed prior to the event.

Overall review: The event was a success from a general event point of view. The guests seemed to really enjoy the program and the buffet stations. Overall the program went very smoothly. The program did start later than scheduled in order to allow more time for guests to enjoy their food. It is recommended that more time be allotted for guests to make a second trip to the buffet stations next year.

The UE Office worked very hard to remain in budget, but still create an intimate and elegant event. "Piggy-backing" off rental items from the previous night seemed to work in our favor from a budget standpoint. However, it is highly recommended that if chairs are removed after the dinner event, that several are left over for the event the next morning. We had a last minute addition, and had to use one from around the building.

I believe this event was a success and can only be built upon in future years. All invoices that were used by both events were evenly split based on a per person calculation. Although some items were over budget, overall the event came in under budget. The budget sheet is attached. It is recommended to re-evaluate some of the budget numbers for next year, and keep in mind that the costs were significantly lower because of the savings the Scholarship Dinner provided.

De-Brief Notes: The Legacy Society event will adapt to whatever changes come up for the Scholarship Dinner. Although a brunch is the preferred setting for this event, the Planned Giving Office understands that the President's Weekend Scholarship Event takes a higher precedent.

Nothing but great feedback has been received about this event from all parties. The program was very enjoyable, and the food was outstanding. There may be changes to the program next year, but those are to be determined.