

Emerald City Soiree Power Point Script for Gold Book Awards

Slide #1: Image of Invitation

As Linda mentioned in her introduction, the theme of this year's Gold Book awards is Milestones. Forte, previously known as the Milwaukee Symphony Orchestra League celebrates its 55th year this year. We are as old as the MSO itself - we grew up together, and we couldn't be prouder. Forte's Emerald City Soiree to benefit the MSO was held on Saturday, April 22, 2014.

Slide #2: Goals

This event was designed with dual goals for our organization – fundraising and community engagement. We have a 54 year history of elegant galas, and we wanted to honor that tradition, but we also know how important it is to reach out to new and younger audiences, so we arrived at what we believe is a winning combination of popular appeal and traditional elegance.

We also decided to combine elements from our Corporate Night, (another annual fundraiser, largely MSO staff-driven) into this one gala. It has become increasingly difficult to solicit sponsorships from Milwaukee's corporate community for two major events each year, so this seemed like a good solution. We tapped a leader from the business community (the Regional President of PNC Bank and his wife) to serve as honorary chair and he was helpful in soliciting support from other Milwaukee companies.

Planning and execution of our event was done very efficiently over 11 months with a lean committee comprising two event chairs, the two corporate chairs, and eight committee members. Our net revenue goal was \$125,000

Slide #3: Creating a Unique Experience

I think, if you attend the breakout sessions this week, you will hear a lot of discussion about how to create an improved concert experience for our patrons (Boston Pops reference). We took that same approach when planning our Emerald City Soiree. We wanted our guests to be transported to the Land of Oz, and to that end we injected themed elements into the whole evening. Our Wizard of Oz-themed evening began with a concert presentation of the classic film with the MSO performing the musical score live and in sync with original vocals intact. A pre-concert reception and valet parking were included for our top tier sponsors, and our YP group had their own pre-party at a lounge across the street.

Slide #4: Volunteers in Character

We had all the major characters: Dorothy, Tin Man, Scarecrow, Cowardly Lion and the Wicked Witch at the performance hall to help as ushers and guides. Following the performance, the characters helped escort guests from the performance hall across the street via the yellow brick road (achieved with a light display) to the InterContinental Hotel. Once at the Grand Salon of the

Intercontinental, guests were offered signature cocktails – the “Ruby Slipper” which was red, and the “Twister,” which was green.

Slide #5: Dinner

Mindful that it was already getting late, dinner followed almost immediately, with plated first courses already on the table. The “Musician at My Table” component of the event was born out of a desire to have as many MSO musicians at the event as possible. For \$150, or essentially cost, a guest could sponsor a musician to dine with them at their table, and fourteen guests took advantage of this special opportunity.

Slide #6: Program

After dinner we had a brief program including audio/video screen projections which highlighted the MSO’s mission, accomplishments, and need for support. Mark Niehaus, President and CEO of the MSO, even made an appearance as the Wizard himself! (note the resemblance!)

Slide #7: Raffle

Since the evening included a full-length performance, there was not enough time to include a silent auction. Rather we offered a great assortment of raffle items, each cleverly tied into our theme, including:

- ~ A trip to Kansas to see the Kansas City Symphony
- ~ A gorgeous iconic retro bike complete with basket - a la Miss Gulch
- ~ Ruby slippers – or just fabulous shoes for him and her

Raffle tickets were \$20 each, 3 for \$50, and 7 for \$100.

Slides #8 and 9: Auction

Live auction and “Raise the Paddle” concluded the fundraising portion of the evening. Live auction items included jewelry, getaways, and experiences.

Slide #10: Raise the Paddle

Notice that, in keeping with theme, our paddles were swirly lollipops!

Slide #11: Dancing Drinks and Dessert

(Three of my favorite “D” words)

At the conclusion of the program, a DJ encouraged guests to jump on the dance floor, which they did, including this guest who really embraced the spirit in her striped hose and ruby slippers! In additions to themed desserts, we sent guests home with swirly lollipops.

Slide #12: Key Revenue Sources

Individual tickets for the event were \$300, \$250 (YPs) and \$150 (Staff)

Four Corporate Sponsorship levels.

PNC was our Dorothy Sponsor at \$25,000.

Wizard level - 3 @ \$10,000

Tin Man level - 6 @ \$5,000

Flying Monkey - 1 @ \$1500

Live Auction: \$18,010

Raffle: \$2510

Raise the Paddle: \$14,850

Slide #13: End Results

Against a revenue goal of \$125,000 we made \$104,816. Including in-kind donations, the total net *value* of all revenue = \$133, 946.

Total gross revenue \$145,341 vs expenses of \$40,525. (27.9%)

Slide #14: Conclusion and Questions

We were thrilled with way the synthesis of concert and party worked for this event, and the feedback from our guests was overwhelmingly positive – so much so that we replicated the format for our 2015 gala.

I believe we will have an opportunity to take questions after all three presentations have been made.

Slides #4, 5: Other Sponsorship Levels

Slide #6: Image of MSO in Uihlein Hall

Slides #7, 8: Photos of Characters

Slide #9: Photo of Plated food at Table

Slide #10: Raffle Items

Slides #11, 12, 13, (quickly): Images of Raffle Items

Slides #14, 15, 16: Podium Shots and Room Shots

Slides #17, 18, 19, 20, 21: Photos of Live-Auction Packages

Slide #22: Lollipops

In addition to themed desserts, guests were treated to swirly lollipops – another nod to theme!

Slide #23: Ruby-Slippered Dancer

Slide #24: Thank you!