



01 North Market Street, Suite 100 | Milwaukee, WI 53202



What

The Emerald City Soiree

A concert presentation of the classic film *The Wizard of Oz*, with the MSO performing the score live and in sync, and with original vocals intact

When

Saturday, April 12, 2014

Where

The Marcus Center for the Performing Arts & the InterContinental Hotel

Milwaukee, Wisconsin

Why

Our goals were dual – to raise money for the MSO, and to increase community engagement.

We strove to attract a wider, more diverse audience, and create an experience that was outside the box of the usual gala format.

How

We combined a movie with a concert, and paired that experience with a gala, all tied together by the crowd-pleasing *Wizard of Oz* theme. All the elements of the evening were on theme, from the signature cocktails to the décor, to the costumed volunteers, and even the raffle items. Additional fundraising elements included tiered sponsorships, live auction, and raise the paddle.

The Nitty Gritty

Guests: 175 ~ Planning Time: 11 months ~ Committee members: 12

Gross revenue: \$145,341 ~ Expenses: \$40,525 ~ **Net Revenue: \$104,816**

(With the addition of in-kind donations of \$29,130, total value of all revenue = \$133,946)

Questions? 414.226.7810 forte@mso.org