

Sky Ball Wine Pull

Oklahoma City Orchestra League

Slide #1 –

Title of Presentation

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Slide #2 – Photo of Founders Tower

The February night was crystal clear. Founders Tower was brightly lit for the big night. Bathed in golden light, the tower was an imposing sight as guests emerged from their limousines. Atop the historic Oklahoma City landmark sat the 7,000 sq. ft. penthouse. It was about to be recreated by the designers into the 2014 Symphony Show House. From any one of its nine balconies and floor-to-ceiling windows, it offered a 360 ° view of the city.

It was *A VIEW TO A THRILL*.

James Bond, looking sharp as a dagger in his jet-black tuxedo, was about to reach his destination – *THE SKY BALL GALA!*

He slid from the silver sports car with serpentine ease. Heads turned as he walked by and whispers skittered through the crowd. The guest of honor had arrived!

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(Slide #3 – Photo of Cocktail Party)

The glass doors swung wide as he entered the lobby. Glamorous people and lively conversation suddenly surrounded him. A stunning young woman approached. She held gleaming glasses of wine balanced on a silver tray. Their eyes met and his gaze nearly buckled her knees. With a disarming wink, he accepted a glass and disappeared into the crowd.

It was the prelude to an amazing evening. Now, ladies, take a deep breath. We're coming back to reality.

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(Slide #4 – James Bond)

This cocktail party really happened. It was the setting for our Gold Book Award-winning SKY BALL WINE PULL. James Bond was indeed there, but in the form of a life-size cardboard cutout. Of course, he spent most of his time in the master bedroom of the penthouse ... but more about that later.

Let me give you a little background.

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Slide #5 – Living Room/Family Room

The Show House was a bit unique last year. For the first time, the League contracted with a commercial property for its show house. The penthouse of the Founders Tower was for sale and the committee thought it would be an exciting venue.

It was an amazing property with a 360° view of the city below. It had nine triangular balconies and floor-to-ceiling windows in every room.

CLICK A penthouse usually brings to mind glamour and mystery. A James Bond theme seemed perfect for the contemporary penthouse and we had fun playing with the movie titles. The theme chosen was ... *A VIEW TO A THRILL*.

Plans were made for a unique gala as well. It was decided to combine the Preview Party and the Gala. We would use the empty penthouse before the designers began working. Instead of the traditional sit-down dinner, this gala was planned as a cocktail party. It included a bar, heavy hors d'oeuvres and a live band for dancing. It became the *SKY BALL GALA*.

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Slide #6 - Wine Pull Sign

The committee thought of the *WINE PULL* as a little extra punch to generate more revenue from the project. Who doesn't want to bring in more revenue? The *WINE PULL* was planned as a pre-gala cocktail party downstairs in the lobby. As guests entered the lobby they were offered a complimentary glass of wine and also offered the opportunity to purchase one or more \$30 tickets to participate in the *WINE PULL*.

Displayed on a long table for all to see, the donated bottles of wine were beautifully giftwrapped. For each ticket purchased, a guest could select a wrapped bottle. The contents of the bag were revealed only when a guest "pulled" his selected bottle of wine from the table.

The *WINE PULL* gathering gave guests a chance to linger and visit before taking the elevators up to the penthouse for the *SKY BALL GALA*.

Let's go over details in planning the *WINE PULL*.

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(Slide #7 – Getting Started)

The *SKY BALL GALA* was held on February 8th. In October, four months before the event, five committee members sought donations from other League members and local wine shops. They were asked to donate one or two bottles or more if they chose. A minimum price of \$15 was recommended, but donors could choose to purchase more expensive wine. Some fine wines were donated by wine shops and collectors.

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(Slide #8 – Donations Came In)

League members were asked to bring their donated bottles to the League office for storage. By February we had collected 100 bottles of wine. We recorded the names and number of bottles donated as they came in. The names of all donors were listed in the Show House Tour Book and personal thank you notes were sent to the wine shop owners. For protection, the wine bottles were stored and transported in wine boxes with cardboard dividers.

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(Slide #9 – Prep for the Party)

Once the boxes of wine were delivered to the party location, a couple of the ladies giftwrapped them in silver Mylar gift bags and tied them with glittery curly ribbon. Secretly stashed inside six of the bags were gift cards donated by local restaurants. Those were a big surprise! All the wrapped bottles were displayed on long cloth-covered tables where everyone could see them.

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(Slide #10 – Party Time)

The *WINE PULL* was sort of a pre-party to the *SKY BALL GALA* up in the penthouse. As the guests entered the Founders Tower lobby, they were offered ... just like James Bond ... a complimentary glass of wine. The "Cocktail Waitresses" also offered *WINE PULL* tickets for \$30

each. There was also a table set up where tickets could be purchased. When guests purchased their wine, the bottles were tagged with their names and held for them until they left the gala.

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(Slide #11 – The Bottom Line)

- 100 bottles of wine – all donated
- Gift bags – all donated
- Six restaurant gift cards – all donated
- Minimal volunteer labor
- No expenses
- Clear profit - \$2,200.00
- Leftover bottles of wine were used at other Show House parties, saving money on those events

A WINE PULL can be added to almost any party event – it's so easy!

Oh, by the way...

My husband and I did find James Bond in the Master Bedroom closet. He was a little tipsy, but otherwise willing to pose with us for the ultimate Party Pic!

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(Slide #12 – James Bond with guests)

A GOOD TIME WAS HAD BY ALL!

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