



OMAHA SYMPHONY

Council Bluffs Guild



BACH + BEER

EVENT OVERVIEW

Typically each year the Council Bluffs Guild of the Omaha Symphony hosts an in-person dinner fundraiser in January that provides most of our contribution to the symphony's education programs and our scholarship fund. Due to the impact of COVID-19, we decided to adapt to a virtual program instead of cancelling altogether in order to continue our core mission of supporting orchestral music education in our area.

Bach + Beer was a 90-minute virtual event that featured Bach music selections from the Omaha Symphony, a brewery tour recorded at a local brewery along with the brewer/owner's description of the beer flights, and the recognition of a long-time Council Bluffs Guild member.

FINANCIAL INFORMATION

Tickets were \$100 and included a flight of four different beers from Full Fledged and a meat and cheese charcuterie board from HyVee.

Expense Breakdown:

Beer from Full Fledged: \$1,113

Charcuterie Boards: \$743

Custom Glasses: \$1,075

Printing: \$245

Award For Honoree: \$100

Total Revenue: \$7,467

Total Expense: \$3,276

Net Income: \$4,191



EVENT HIGHLIGHTS

Attendees: 52

Number of Sponsors: 5

Gross Revenue: \$7,467





VOLUNTEER INFORMATION

This event was a team effort, with eight volunteers assisting with event details. Some of the volunteers helped coordinate the food orders with our local Hy-Vee grocery. Others helped plan event details with the local brewery, such as the beer flights and the brewery tour recorded video.

One volunteer designed the event invitation and put together two highlight videos with Guild and symphony photos from the year paired with Bach music played by the Omaha Symphony orchestra. Volunteers coordinated the Zoom event with multiple screens to make the streaming transition seamless for attendees. Tracy Bechtold, Omaha Symphony Institutional Giving and Volunteer Manager assisted with event promotion, gathering archived materials, and was our staff liaison.

EVENT LOGISTICS

Guests registered online via a landing page on the Omaha Symphony's website. Registrants were sent an email prior to the event with item pick-up times. Guests picked up their charcuterie boards, glasses, and flights from Full Fledged Brewery the day of the event. If guests were not comfortable picking up their items, a guild member delivered the items to the registrant's home.

The event was hosted by Guild President, Kelsey Stupfell and was live from the brewery. During the event guests were told which beers paired with which meat/cheese combination, they were given a pre-recorded, virtual tour of the brewery, and enjoyed a Bach music selection from the Omaha Symphony.

The event partners at Full Fledged Brewery helped us attract people who may not be familiar with the Council Bluffs Guild, while they enjoyed music and entertainment. Creatively adapting our annual fundraiser to the Bach + Beer virtual event allowed us to sustain our commitment in ordering a scholarship to a graduating senior in Southwest Iowa pursuing music education, and our annual pledge to the Omaha Symphony.

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