

# Disney Night

Rebecca Cohen

Event Proposal

SAEM 201 DA

# Event Description

- ▶ **When**

April 12<sup>th</sup> from 8-11p.m.

- ▶ **Where**

Village Park

- ▶ **Target Market**

Point Park Students

Ages 18-23

Mainly females



**POINT  
PARK**  
UNIVERSITY.

# Marketing

## ► Competitive analysis

Pros: On campus, price and time

Cons: Outdoors, Pirates and Penguins games

## ► Pricing/ticketing

- Free for PPU students
- \$5 for non-students
- Tickets sold at event

## ► Conflicts

- Pirates baseball game (away in Chicago)
- Possible Penguins playoff game
- YWCA 150<sup>th</sup> anniversary gala at the Wyndham hotel (April 13<sup>th</sup>)



# Advertising and Promotion

- ▶ **Online**

- Email- Social Scoop

- CAB's Twitter, Instagram and Facebook

- ▶ **Around Campus**

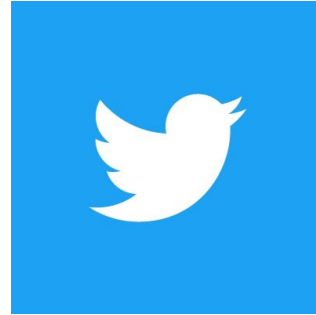
- Digital boards

- Dorm storm

- Article in the Globe

- ▶ **Print**

- Push cards and flyers



# Service/Utilities and Staffing

- ▶ **Provided by Venue**

  - Toilets, waste management, security and clean up

  - Parking is free after 6:00p.m. or parking garages

- ▶ **Staffing**

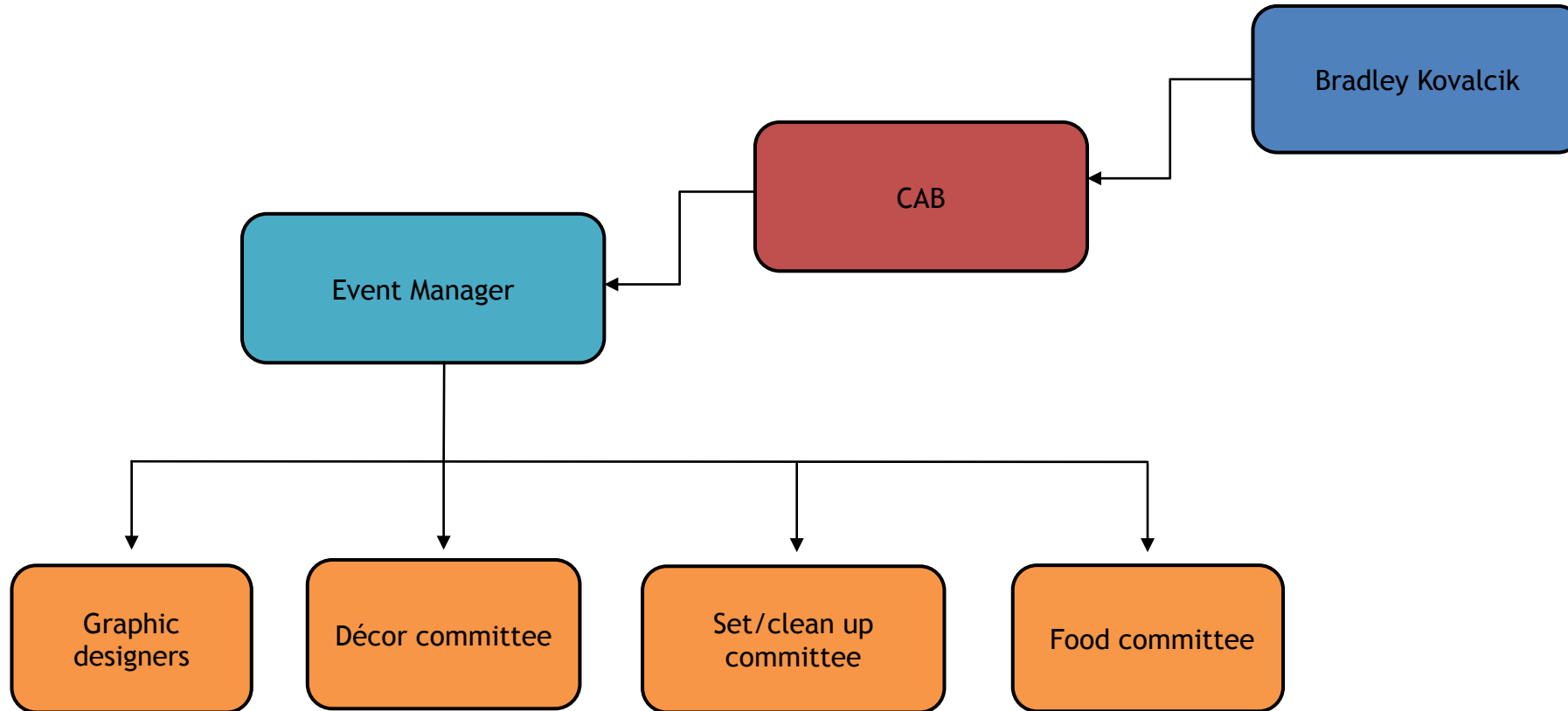
  - CAB Club volunteers

  - Graphic designer, Décor committee, Set/clean up committee,

  - Food committee



# Organizational Chart



# Event Staging and Catering

- ▶ **Theme**

Disney

- ▶ **Entertainment**

Two movies and board games

- ▶ **Sound/Display**

Speakers and blow up screen for the movies

- ▶ **Food**

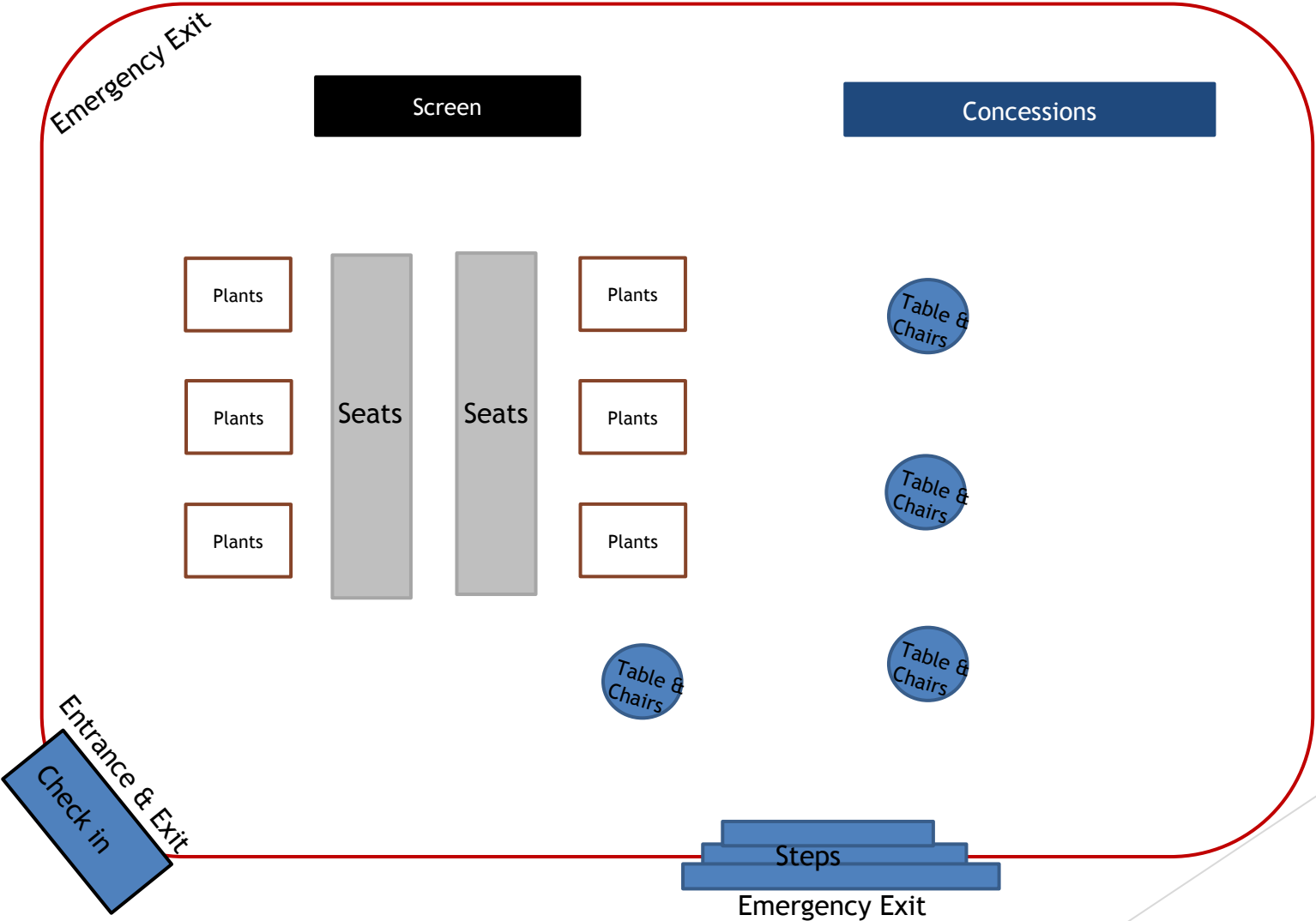
Pizza, popcorn, cupcakes and candy

- ▶ **Beverages**

Slushies and water



# Event Layout of Village Park





# Risk Management

- ▶ Loose wires around the screen and speakers
- ▶ Location is out doors
  - Rain location Lawrence Hall Ballroom
- ▶ One entrance to prevent crowds
- ▶ Multiple emergency exits available



# Timeline

## February

- Event date selected: April 12<sup>th</sup>, 2018 from 8:00-11:00 p.m.
- Make sure the date and locations are free
  - Be aware of conflicts involving your target audience
- Fill out “Events Service Request Form” with Administrative Coordinator
- Make the budget for event
  - Review with Financial Coordinator
- Start brainstorming on how you can market the event
  - Think about social media presence
- Begin planning for the event
  - CAB

## March

- Contact caterers to set up concrete plans and the schedule of the event
  - Contact a local pizza shop, slushy and popcorn machine rentals, other snacks from super market
- Review and adjust final budget
- Create run sheet
- Run social media poll for the movie choices March 9<sup>th</sup>

### Week of March 18<sup>th</sup>-24<sup>th</sup>

(4 Weeks Before Event)

#### Venue:

- Village Park
  - Rain location Lawrence Hall Ballroom

#### Entertainment:

- Two Disney movies
- Disney board games

#### Budget:

- \$600.00

#### Ticket prices:

- Free for PPU Students
- \$5.00 for Non-PPU Students

#### Food options:

- Pizza, popcorn, soda, water, lemonade
  - Certain refreshments sold for a small cost

#### Send Marketing materials over to CAB:

- Social media posts, event logo/design, dorm storm flyers

### Week of March 25<sup>th</sup>-31<sup>st</sup>

(3 Weeks Before Event)

- Start purchasing materials
  - Candy and soda from Giant Eagle
- Sign volunteers from CAB
  - Event staff
  - Dorm storming staff
  - Putting flyers and hot cards around campus
- Print out flyers, posters and hot cards
- Finalize social media material

### Week of April 1<sup>st</sup>-7<sup>th</sup>

(2 Weeks Before Event)

- Post on social media platforms
  - Twitter, Facebook and Instagram
- Request check from CAB
- Prepare Social Scoop post
- Flyers and hot card put around campus
- Finalize event details
- Rent out movies

### Week of April 8<sup>th</sup>-11<sup>th</sup>

(Week of Event)

- Dorm storm
- Post on social media
  - Day before event
- Social Scope post
- Adjust run sheet if needed
- Send reminder to staff working the event
- Call caterers to confirm the food/ machines
- Talk with Point Park to confirm rentals and event location

### Day of Event

April 12<sup>th</sup>

#### Before Event:

- Follow Run Sheet
- Set up screen and games
- Set up food when it comes
- Set up chairs and screen
- Meet with staff to discuss the plan

#### After Event:

- Tear down event
- Return rented items
- Review the event

# Run Sheet

Run time/duties	Location
<b>5:30 p.m.</b> <ul style="list-style-type: none"><li>• Meet with staff to discuss the plan<ul style="list-style-type: none"><li>○ Call time of 5:00 p.m.</li></ul></li></ul>	Lawrence Lobby
<b>6:00p.m.</b> <ul style="list-style-type: none"><li>• Set up<ul style="list-style-type: none"><li>○ Table</li><li>○ Chairs</li><li>○ Movie screen</li><li>○ Cupcake station</li></ul></li></ul>	Student Center & Village Park
<b>6:45p.m.</b> <ul style="list-style-type: none"><li>• Set up food<ul style="list-style-type: none"><li>○ Have pizza delivered</li><li>○ Start Popcorn machine</li><li>○ Set up board games</li></ul></li></ul>	Village Park
<b>8:00p.m.</b> <ul style="list-style-type: none"><li>• Event starts (doors open at 7:30 p.m.)</li><li>• Serve the food</li></ul>	Village Park
<b>8:15p.m.</b> <ul style="list-style-type: none"><li>• Start the movie</li></ul>	Village Park
<b>8:30p.m.</b> <ul style="list-style-type: none"><li>• Start cupcake decorating</li></ul>	Village Park
<b>9:45p.m.</b> <ul style="list-style-type: none"><li>• Start next movie</li></ul>	Village Park
<b>11:00p.m.</b> <ul style="list-style-type: none"><li>• Event ends</li><li>• Movie ends</li><li>• Guest start to leave</li></ul>	Village Park
<b>11:15p.m.</b> <ul style="list-style-type: none"><li>• Start to tear down the event<ul style="list-style-type: none"><li>○ Clean up trash</li><li>○ Take down screen</li><li>○ Take down tables and chairs</li><li>○ Return rentals</li></ul></li></ul>	Village Park & Student Center

# Budget-Expenses

## Rebecca Cohen Disney Night April 12th

### Expenses

#### TOTAL EXPENSES

Estimated	Actual
\$476.98	\$0.00

Site	Estimated	Actual
Village Park	\$0.00	
Rain location(Ballroom LH)	\$0.00	
Sound system	\$0.00	
Screen	\$0.00	
Tables and chairs	\$0.00	
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

Miscellaneous	Estimated	Actual
Popcorn kit (1 pack @ \$1.85x4 packs)	\$7.40	
Cupcake decorations	\$50.00	
Disney playing cards	\$9.95	
Disney Monopoly	\$23.59	
<b>Total</b>	<b>\$90.94</b>	<b>\$0.00</b>

Publicity	Estimated	Actual
Flyers 150 @ .09 each	\$13.50	
Printing	\$10.00	
Push cards 250 @.05 each	\$12.50	
<b>Total</b>	<b>\$36.00</b>	<b>\$0.00</b>

Refreshments	Estimated	Actual
Food	\$100.14	
Cups 1x 12.59	\$12.59	
Plates supplied by Pizza Fiesta	\$0.00	
Napkins Supplied by Pizza Fiesta	\$0.00	
<b>Total</b>	<b>\$112.73</b>	<b>\$0.00</b>

Food Breakdown	Estimated	Actual
Box of 30 Candy Bars 2 boxesx \$19.99	\$39.98	
Pizzas from Pizza Fiesta 5x \$11	\$55.00	
Cupcakes mix 4x \$1.29	\$5.16	
<b>Total</b>	<b>\$100.14</b>	<b>\$0.00</b>

Rentals	Estimated	Actual
Popcorn machine	\$85.00	
Slushy machine 3.7gal. Capacity	\$90.00	
<b>Total</b>	<b>\$175.00</b>	<b>\$0.00</b>

Contingency	Estimated	Actual
10%	\$62.31	
<b>Total</b>	<b>\$62.31</b>	<b>\$0.00</b>

# Budget-Income

## Rebecca Cohen Disney Night April 12th

### Income

TOTAL INCOME	Estimated	Actual
	\$550.00	\$0.00

### Admissions

Estimated	Actual		Estimated	Actual
150		Point Park Students	\$0.00	\$0.00
5		Non-Point Park Student:	\$5.00	\$25.00
Total			\$25.00	\$0.00

### Sponsorship

Estimated	Actual		Estimated	Actual
		CAB	\$350.00	
Total			\$350.00	\$0.00

### Sale of Concessio

Estimated	Actual	Product	Selling Price	Estimated	Actual
25		Slushies	\$4.00	\$100.00	
50		Candy	\$1.50	\$75.00	
Total				\$175.00	\$0.00



# Budget-Total

## Profit - Loss Summary

	Estimated	Actual
TOTAL INCOME	\$550.00	\$0.00
TOTAL EXPENSES	\$476.98	\$0.00
TOTAL PROFIT	\$73.02	\$0.00



# Work Cited

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