

Organized by:



BOCA CHAMBER FESTIVAL DAYS

WHAT IS “BOCA CHAMBER FESTIVAL DAYS”?

- ❖ Events in August
- ❖ Run by non-profits
- ❖ Sponsored by for-profits
- ❖ Facilitated by The Boca Chamber

BENEFITS FOR NON-PROFITS

- ❖ Raise Awareness
- ❖ Raise Money
- ❖ Engage the Public

BENEFITS FOR THE FOR-PROFITS

- ❖ Public Relations
- ❖ Advertising
- ❖ Give back to the community

ROLES AND RESPONSIBILITIES

- ❖ Boca Chamber

- ❖ Oversight

- ❖ Advertising (Calendar print/online)

- ❖ Marketing Support

- ❖ Calendar Planning

ROLES AND RESPONSIBILITIES

❖ For-profits

- ❖ Event Entry Fee (\$300)

❖ Additional Possibilities

- ❖ Provide Financial Support

- ❖ Logistics/Planning

- ❖ Supplies & Materials

ROLES AND RESPONSIBILITIES

❖ Not-for-profits

- ❖ Find a For-profit sponsor (key success factor)
- ❖ Find additional sponsors
- ❖ Secure additional partners (Board/Leadership)
- ❖ Coordinate ALL event logistics
 - ❖ Date/time
 - ❖ Venue
 - ❖ Price
 - ❖ Entertainment
 - ❖ Advertising
 - ❖ Pre- and Post-event Press Releases

HOW TO FIND A SPONSOR

- ❖ Who are you working with already?
- ❖ Ask them
- ❖ Attend Chamber and other networking events
- ❖ Call companies
- ❖ Chamber's Membership Directory
- ❖ Reach out to YOUR Board of Directors

NON-PROFITS

PLANNING A SUCCESSFUL EVENT

- ❖ Start planning early
- ❖ Get multiple sponsors
- ❖ Advertise, Press Releases, Network
- ❖ Facebook, Twitter, LinkedIn, YouTube, Chamber
- ❖ Keep it simple
- ❖ Ask for help
- ❖ Hold people accountable to dates and deliverables

NON-PROFITS PLANNING A SUCCESSFUL EVENT

- ❖ Bring the FUN into fundraising
- ❖ Choose something people would want to do regardless of fundraising
- ❖ People are craving a way to alleviate stress
- ❖ Craziest/silliest idea will draw a crowd
- ❖ Theme will help shape advertising for you instead of you trying to shape advertising for this event

PRE-EVENT PLANNING

- ❖ 7 P's – Proper Prior Planning Prevents Pathetically Poor Performance
- ❖ Give yourself deadlines
 - ❖ May – Structure marketing campaign, select theme, book venue, décor, entertainment, food etc
 - ❖ June – Send invitations
- ❖ Try to coordinate your non-profit with a similar for-profit
- ❖ Set the roles of responsibility up front for both organizations

PRE-EVENT PLANNING - MARKETING

- ❖ Frame your marketing program around theme
- ❖ What will draw guests and featured media coverage?
- ❖ More hype = less work
- ❖ Write press release and blast
- ❖ Utilize website, blog, Twitter, Facebook, Boca Chamber's social media outlets

THEME SPECIFICS - MARKETING

- ❖ Humor can create huge buzz
 - ❖ Kiss the Pig – possible non-profit coordinated effort
- ❖ Musical draw
 - ❖ The Sing Off
- ❖ Non-profit coordinated theme
 - ❖ Homeless shelter/AVDA
 - ❖ Pajama Party / Entry fee is a pair of pajamas / PJ fashion show

EVENT 'FUN' DRAISING SPECIFICS

- ❖ Lower entry fees
- ❖ Paid specialty/themed cocktail
- ❖ Raffle 4-5 or 1-2 big items vs. 20 items
 - ❖ luxury items
- ❖ Offer unique stations within your function
 - ❖ Regress back to childhood – Bake Sale

EVENT GOAL

- ❖ Overall goal is to raise awareness and money for your cause by bringing back the fun in fundraising
- ❖ More cohesive and creative marketing campaign the easier your job becomes