

After Event Memo:

To: Tracey

From: Nanette Sowa

Event Name: Gold Medal Fashion Show

Event Date: 2.28.2016

Event History: The Gold Medal Fashion Show was started in 1991 by a small group of mothers to raise funds to support their children's Special Olympics activities. The first fashion show was held in the banquet room of Park Central, had 100 registrations and models were the committee members' athletes and their families. That event had a net revenue of \$2,225.05. In 2014, the fashion show was changed to an unrestricted fundraising event to increase the participation of younger models who are not old enough to compete on athletic teams and to allow NWSRA to use the funds wherever needed and not just for athletics. The models for the fashion show remain NWSRA participants and their families.

of years event held: This was the 26th annual Gold Medal Fashion Show

Event Explanation: The Gold Medal Fashion Show is a luncheon affair which features 55-60 raffle baskets worth approximately \$150 each and 5-6 Grand Raffle prizes worth at least \$300. The fashion show portion of the day consists of 35-40 NWSRA participants and their families modeling clothing from area stores.

Event Preparation: Each year the Gold Medal Fashion Show is held the last Sunday in February. The week after the event, the facility for the next year's event is secured. At the current event evaluation meeting, the committee decides on the theme for the next year's event. The committee begins meeting in June to plan the upcoming fashion show. Letters are sent to potential models in early July. Clothing providers, hair and make-up providers are contracted prior to August. Raffle solicitation letters are sent in October, invitations the first week of January. The committee meets bi-monthly to plan the particulars of the event.

Committee Names:

Lori Anderson	Christina Anderson-Heller	Dianne Bartlett	Emily Collard	Louise Dickey
Fran Falcone	Karen Geraci	Judy Houser	Bev Kaman	Laurel Katz
Joanne Kluck	Karina Kovar	Jean Lamantia	Mary Larson	Linda Mancini
Diane Maxwell	Joanne Terrelli	Jennifer Ubert	Ann Zgoda	

Raffle explanation: Other than registration, the money from this event comes from the raffle baskets and the grand prize raffle. This year featured 68 raffle baskets and six grand prize raffle items. Tickets for the baskets are sold 6/\$5.00 and the grand raffle tickets are sold 1/\$10, 3/\$25, 7/\$50

Actual day of explanation: SLSF staff members pack the bus with all raffle baskets, supplies and equipment for the event on the Friday prior. The following is the explanation of the day:

8:30 a.m. ➤ SLSF Staff, Committee and volunteers arrive

- Unload cars and place baskets on tables-CS & SMP stand in doorway to direct placement of baskets, décor, etc.
- Brian to organize the assembly of easels and signs
 - Jean, Louise and crew organize basket/bag set-up
 - Summer to set up Raffle Table & Raffle buckets \$10 and \$1 and train volunteers
 - Registration volunteers to set up Registration Area
 - Forbici stylists arrive
- 9:00 a.m. ➤ Models begin to arrive to have hair & make-up done
- 9:00 - 10:00 a.m. ➤ Decor committee assembles place settings and other decor - posters & signage and pens set at places
- 10:00 a.m. ➤ CS and SG check tables for correct numbers and placement
- Stores bring clothes
 - All registration materials in place
- 10:30 a.m. ➤ Guests begin to arrive
- Raffle table ready
 - Raffle Volunteers ready to sell
 - EVERYONE should be able to explain raffles to guests
 - Raffle tickets are sold as soon as guests arrive
- 12:00 noon ➤ All models hair and make-up finished
- 12:00 noon ➤ Begin seating guests
- Toast
- 12:15 p.m. ➤ First course is served
- General Announcements and welcome
 - Program and awards
 - Door prizes awarded
 - First 25 raffle prize winners announced
- 1:00 p.m. ➤ Second 25 raffle prize winners announced - SC close down \$1 raffle
- Models depart for dressing rooms –Formally Modern/NWSRA staff /volunteers to dressing rooms
 - **Models to be dressed in appearance order, first ones on should be first ones dressed. I cannot stress this enough, please dress in show order!**
 - Dessert is served
 - Third 25 raffle prize winners announced –close down \$10 raffle
- 1:15 p.m. ➤ RMHS Orchestris performs to start the show!
- Emcees take their place on stage
 - Models are lined up according to set number, Start when set 1-4 are ready others can line up as they are dressed.
- 1:30 p.m. ➤ Fashion show begins
- 2:30 p.m. ➤ Grand Prize Raffle drawing held
- Grand finale - Fashion show concludes
 - ALL VOLUNTEERS AND STAFF CLEAN UP, LOAD VAN, LEAVE and REST!!!!!!

Evaluation responses: The committee will meet on March 29 for an evaluation meeting.

Target Numbers:

	Budget/Actual 2014	Budget/Actual 2015	Budget/Actual 2016
Gross Revenue	\$55,000/\$58,747	\$61,700/\$58,969	\$57,639/\$58,492
Expenses	\$20,000/\$18,820.51	\$19,500/\$19,729.48	\$20,444/\$21,253.04
Net Revenue	\$35,000/\$39,926	\$42,200/\$39,239.52	\$37,195/\$37,238.96
Registrations	650/606	650/562	585/556
Sponsorships	\$5000/\$10,150	\$14,000/\$9250	\$8500/\$9150
Grand Raffle	\$10,000/\$8,300	\$9200/\$8755	\$8550/\$9810
Raffle Baskets	\$10,000/\$11,187	\$12,000/\$10,799	\$10,799/\$9862
Average spent on raffles/person (total \$ collected/attendance)	\$32.16	\$34.97	\$35.38
SLSF average cost/person (total expenses/attendance)	\$30.53	\$35.33	\$38.22

Summary: The Gold Medal Fashion Show is an event that serves the dual purpose of raising funds and raising awareness of NWSRA and the potential of children and adults with disabilities. The fashion show is well supported by the families of NWSRA as well as the community, but given its popularity should raise more funds than it currently raises. The quandary is the problem of needing to keep the ticket price affordable while still presenting a quality event. After the 2013 fashion show, the SLSF staff surveyed the price of other charity fashion shows in the area and found that our \$40 ticket price was \$15-\$20 less than other similar shows. When given that information, the committee chose to increase the price to \$50/ticket. The direct result was a decrease in the number of attendees in 2014 and 2015. Fewer attendees resulted in lower registration dollars, but conversely increased the per person spending on raffle tickets, believed to be tied to the additional space between tables which enabled guests to more easily walk around the raffle tables as well as gave guests room to leave their lunch tables to purchase additional tickets.

The committee does not want to see a rise in the ticket price only two years after the last adjustment. The strategy for the 2017 show is to raise additional dollars via sponsorship. To that end, the SLSF staff as well as the committee will start seeking large sponsors starting in May of 2016. SLSF staff will make calls and personal visits to potential sponsors. Committee members will reach out to their contacts and business to request sponsorship.

The time of year the event is held, the last Sunday in February, may also be an issue as the weather can be uncertain and may keep some people from attending. The chosen date needs to be one that does not interfere with Special Olympics competitions, NWSRA/ITRS events or other area fashion shows.