

Date: April 6, 2023

To: Tracey Crawford

From: Megan O'Brien

Event: **Hybrid Gold Medal Fashion Show**

Event History: The Gold Medal Fashion Show 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, not just for athletics. The models for the fashion show remain NWSRA participants.

of years event held: 33 years

Event Explanation: The Gold Medal Fashion Show is a luncheon affair, which features 60+ raffle baskets worth approximately \$30-\$150 each and 4-6 Grand Raffle prizes worth at least \$300. The fashion show portion of the day consists of 40-50 NWSRA participants modeling clothing from area stores.

This year the price of the Fashion Show remained at \$65 for in – person guests and \$25 for virtual guests. Registered guests received the Zoom link, link for the GiveSmart \$1 raffle baskets, \$10 raffle prizes, live auction and wish list prior to the show. Guests also enjoyed a photobooth, model interviews and a new emcee!

Event Preparation: The Gold Medal Fashion Show is held the last Sunday in February. The facility for the next year's event is secured after the evaluation meeting is held. At the previous year's event evaluation meeting, the committee decides on the theme for the next year's event. For the 2023 show, the committee decided on the theme "Caribbean Adventure." The committee begins meeting in May to plan the upcoming fashion show. The committee decided to hold the event at the Belvedere Banquets and Events in Elk Grove Village.

Clothing providers, hair and make-up providers were contacted in August. After facing a tough few years with the pandemic, Formally Modern Tuxedo was unable to provide free tuxedos to our models. One of the committee members suggested Mr. Tux in Lake Zurich and they accepted. SLSF reached out to Gap Woodfield, Gap Kildeer and JCPenney's and they graciously agreed to assist. Letters were sent to potential models in late September. Raffle solicitation letters and invitations were sent in December. The committee met monthly to plan the details of the event.

Committee Names:

Melissa Applebaum

Joanne Kluck

Diane Maxwell

Ann Zgoda

Louise Dickey

Jean Lamantia

Meghan O'Brien

Cindy Hajost

Mary Larson

Sandy Ricketts

Paula Jones

Jennifer Lorber

Michelle Stuercke

Laurel Katz

Linda Mancini

Joanne Terrelli

Raffle explanation: Other than registration, the money from this event comes from the \$1 raffle baskets, grand prize raffle, live auction and the wish list. This year featured 66 raffle baskets and 6 grand prize raffle items. All baskets received tickets and were picked up. \$1 raffle tickets were 1 for \$1, 6 for \$5 and 25 for \$40. The grand prize tickets remained the same this year, 1 ticket for \$10, 3 tickets for \$25 and 7 tickets for \$50. \$10 raffle items remained valued at a minimum of \$300. The Wish List was included again this year. These items were asked for by NWSRA staff for the different programming spaces. New this year a live auction was added with 2 experiences; birthday party at the Mt. Prospect Snoezelan Room and an adventure day with Liz Thomas.

Model explanation: This year 50 models participated in the show, 47 in – person and 3 virtual. SLSF worked with model families to create a virtual and in – person interviews, runway walk and photoshoot opportunities. SLSF conducted interviews with each model and asked them about summer and being on a beach. SLSF also invested in some higher end technology to assist in the creation of the interviews and the day of the show. This year the virtual models got to walk their own runway from the comfort of their own home. The in – person models were able to walk the runway at the Belvedere. The interviews offered SLSF, the committee and the Fashion Show guests a look into the lives of the models and the opportunity to get to know the models in a way they have not in previous shows. Models wore clothes from Gap Woodfield, Gap Kildeer, Mr. Tux and JCPenney's. This year models were asked to pick out their outfit at each store, except Gap Woodfield where their clothes were picked out for them. New this year was the addition of a mini grand walk for each of the three model groups. Another new addition was giving models the opportunity to send in a song that they wanted that would play as they walked the runway.

Actual day of explanation: A run of show with tech, chat and text message details was created for the show.

Time	Duration	Topic	Tom and Devin	TBD
7:30 a.m.	30 seconds	Day of Email	NA	Event day email to all guest sent - Megan
8:30 a.m.	30 seconds	Location	NA	Text: The Gold Medal Fashion Show doors will be opening in 2 hours. In person guests can join us at the Belvedere Events and Banquets at 1170 W. Devon Avenue Elk Grove Village and virtual guests can join us on Zoom Join Zoom Meeting https://us06web.zoom.us/j/7729996163 Meeting ID: 772 999 6163 One tap mobile +13126266799
9:30 a.m.	5 min	Set Up	Piano and speaker on stage	NA
10:15 a.m.	1 hour 45 min	Music is played	Music is played through speaker system	NA
10:30 a.m.	30 seconds	\$1 Baskets are open	<ul style="list-style-type: none"> GMFS slide up Lower thirds scrolling 	<ul style="list-style-type: none"> Text Alert: "The Gold Medal Fashion Show \$1 raffle is open! Check out the fantastic raffle baskets that are available for purchase. https://GMFS2023.givesmart.com!" Chat Alert: "The Gold Medal Fashion Show \$1 raffle is open! Check out the fantastic raffle baskets that are available for purchase. https://GMFS2023.givesmart.com!"
10:30 a.m.	15 min.	Breakout Rooms Open	Breakout Rooms Open <ul style="list-style-type: none"> Guests in Zoom Breakout Rooms based on tables "Snap a screenshot of your 'table'" Music plays on Zoom 	
10:35 a.m.	25 min	Pre – Announcements	<ul style="list-style-type: none"> GMFS slide up 1- Live Welcome w/ hosts (Host) 	

			<ul style="list-style-type: none"> • 1 - Main Camera & Mic on • AK talks about the many ways you can give, Wish List, SA 	
11:00 a.m.	30 min.	Rachel Hess Playing	<ul style="list-style-type: none"> • GMFS slide down • 2 -- Scrolling Screen (Host)(DM) • "Share music or sound only" feature on "share mode" <p>Live Stream of GiveSmart Bid Display (\$1 raffle items) Devin to screen shot a photo of guests on Zoom</p>	<ul style="list-style-type: none"> • Rachel to perform • Text Alert: "Be sure to check out the \$1 and \$10 raffle and wish list on GiveSmart and at the Belvedere" • Chat: Be sure to check out the \$1 and \$10 raffle and wish list on GiveSmart and at the Belvedere • Chat: Wow, Rachel that was such an amazing performance, thank you for playing the piano for us today!
11:15 a.m.	10 min	Salads preset	NA	NA
11:35 a.m.	5 min.	Pre – Announcements	<ul style="list-style-type: none"> • GMFS slide up • 1- Live Welcome w/ hosts (Host) • 1 - Main Camera & Mic on <ul style="list-style-type: none"> ○ AK talks about the many ways you can give, Wish List, SA 	<ul style="list-style-type: none"> • Chat: Welcome to the Hybrid Gold Medal Fashion Show, we are so excited you have joined us today! You are in for an inspiring day! • Chat: Drop link for \$1 Raffle, Wish List and \$10 Raffle • Text Alert: "Check out what the \$1 Raffle, and Wish List have to offer!"

			<ul style="list-style-type: none"> • Thank you Rachel 	
11:40 a.m.	15 min.	Rebecca Suchodolski playing	<ul style="list-style-type: none"> • GMFS slide down • 2 -- Scrolling Screen (Host)(DM) ○ "Share music or sound only" feature on "share mode" • Rebecca Suchodolski playing violin 	<ul style="list-style-type: none"> • Text: Be sure to join us and listen to Rebecca as she plays her violin for all of us
11:55 a.m.	5 min.	Rebecca done and house music plays	<ul style="list-style-type: none"> • Play house music 	<ul style="list-style-type: none"> • Chat: Wow, Rebecca that was such an amazing performance, thank you for playing the violin for us today!
11:57 a.m.	30 sec	Lights flicker	<ul style="list-style-type: none"> • Belvedere to flicker lights • Welcome GMFS slide up • 1- Live Welcome ○ Host "Stop Sharing" to bring to live ○ Mute all ○ AK at podium to welco 	

			<ul style="list-style-type: none"> me guests o Thank Rebecca • Announce Door Prize winners – Door prize slide up 	
12:00 a.m.	30 min.	Welcome	<ul style="list-style-type: none"> • AK to stage • GMFS slide on screen • Door prize slide on screen • 2 – Committee slide show • Lower thirds Scrolling screen on projectors at Belvedere • Lunch is served • First model group to go back • Anne to thank commissioners, trustees, sponsors, etc. • 2 – Sponsor Scrolling Presentation prepped • 2 – BOD slides show 	
12:30 p.m.	2 min.	Model Video Prep	<ul style="list-style-type: none"> • 2 – Model Video prepped • Video and mic off • Turn off music in room 	<ul style="list-style-type: none"> • Chat: Drop link for wish list, \$1 raffle and \$10 raffle tickets
12:32 p.m.	10 min	Model Video	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Presentation 	<ul style="list-style-type: none"> • Chat: Congrats to all of our door prize winners!

			<ul style="list-style-type: none"> ○ Runtime: XX ● 1 – Mic and Video on standby <ul style="list-style-type: none"> ○ Host “Stop Sharing” to bring to live at XX 	
12:40 p.m.	2 min	Emcees to stage	<ul style="list-style-type: none"> ● Emcees head to stage 	
12:42 p.m.	45 min	Model Group #1	<p>Fashion Show Begins</p> <ul style="list-style-type: none"> ● 1 - Main Camera & Mic on ● Play Virtual Model Runway walk: Lanie Applebaum ● Camera to follow models on runway ● Playlist music to play on low ● Mary and Jen will talk about each models outfit as they walk the runway 	
1:24 p.m.	2 min	Mini Grand Walk		<ul style="list-style-type: none"> ● Chat: What an incredible job Lanie, Conor, John T, Jozef, Rebecca, Sam, Savannah, Erin, Susie, Jeremy, Juliet, Peter, Rachel, Michael and Katie did!

1:26 p.m.	10 min	Intermission		•
1:36 p.m.	2 min.	Announcements	<ul style="list-style-type: none"> • Model Group #2 sent back to change • TY Sponsors • Announce \$1 Raffle baskets (1-25) 	<ul style="list-style-type: none"> • Text: Congrats to our first set of \$1 raffle winners. Baskets can be picked up at the end of the show!
1:36 p.m.	2 min	Model Video Prep	<ul style="list-style-type: none"> • 2 – Model Video prepped • Video and mic off • Turn off music in room 	
1:38 p.m.	10 min.	Model Video	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Presentation up in full screen <ul style="list-style-type: none"> ○ Runtime: XX • 1 – Mic and Video on standby • Host “Stop Sharing” to bring to live at XX 	
1:46 p.m.	2 min	Emcees to stage	<ul style="list-style-type: none"> • Emcees head to stage 	
1:48 p.m.	20 min	Model Group #2	<p>Fashion Show Begins</p> <ul style="list-style-type: none"> • 1 - Main Camera & Mic on • Play Virtual Model Runway 	

			<p>walk: Christine Maxwell</p> <ul style="list-style-type: none"> • Camera to follow models on runway • Playlist music to play on low • Mary and TBD will talk about each models outfit as they walk the runway 	
2:08 p.m.	2 min	Mini Grand Walk		<ul style="list-style-type: none"> • Chat: What an incredible Christine, Mike, Nicco, Eric, Aimee, Richard, Hadley, Sammie, Carrington, Tony, Allison, John, Joli, Stephen, Devyn, Christina and Kevin did!
2:10 p.m.	10 min	Intermission		
2:20 p.m.	15 min.	Announcements	<ul style="list-style-type: none"> • TY Sponsors • Model Group #3 sent back to change • Announce \$1 Raffle baskets (26-50) • Live Auction 	<ul style="list-style-type: none"> • Text: Congrats to our 2nd set of basket winners. Baskets can be picked up in the back of the room at the end of the show
2:43 p.m.	2 min	Model Video Prep	<ul style="list-style-type: none"> • 2 – Model Video prepped • Video and mic off <p>Turn off music in room</p>	
2:45 p.m.	10 min.	Model Video	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Presentation up in full screen <ul style="list-style-type: none"> ○ Runtime: XX • 1 – Mic and Video on standby 	

			Host "Stop Sharing" to bring to live at XX	
2:53 p.m.	2 min	Emcees to stage	Emcees head to stage	
2:55 p.m.	20 min	Model Group #3	<p>Fashion Show Begins</p> <ul style="list-style-type: none"> • 1 - Main Camera & Mic on • Play Virtual Model Runway walk: Avery Robles • Camera to follow models on runway • Playlist music to play on low • Mary and TBD will talk about each models outfit as they walk the runway 	
3:15 p.m.	2 min	Mini Grand Walk		<ul style="list-style-type: none"> • Chat: What an incredible Avery, Michelle, Joe, Fatima, Will, Nico, Josh, Michael, Wyatt, Robert, Nicole, Eric, Shay, Ashley, Jianessa, Gabby and Jack did!
3:17 p.m.	13 min.	Baskets and Grand Prizes	<ul style="list-style-type: none"> • Announce \$1 raffle winners for basket 51-65 • Announce \$10 Winners • \$10 Raffle slide up • Wish list announcement and slide up • 1 - Main Camera & Mic on • Event ends, thank you all for attending 	<ul style="list-style-type: none"> • Text: Congrats to our \$10 Raffle and \$1 raffle winners! • Text: Virtual attendee winners please check your email for instructions on how to get your baskets later today • Text: In – person attendee winners please go to the \$1 raffle tables to pick up your baskets. • Chat: The Wish List is open until March 4th, make a donation to the Fashion Show.

			<ul style="list-style-type: none"> • Thank you slide up 	
3:30 p.m.		Tear Down	Play house music	NA

Committee Evaluation:

- Music was too loud, the people on stage couldn't hear each other talk.
- SLSF will raise the screens up so guests in the back can see
- The committee loved the riser and ramp set up.
- Loved having younger models, brought a lot of energy to the show and room
- Jen DeSalvo was a great addition as an emcee
- Food was delicious and service was great!
- Look at offering \$1 raffle baskets and silent auction baskets
- Loved the arch and the décor!
- Better sound system and WiFi
- Have shorter volunteer shifts

Target Numbers:

	2021		2022		2023	
	Budget	Actual	Budget	Actual	Budget	Actual
Gross Revenue	\$24,500	\$34,311.02	\$57,450	\$48,519.00	\$61,420	\$59,575.13
Expenses	\$1,500	\$3,374.09	\$26,850	\$21,411.56	\$27,725	\$25,187.71
Net Revenue	\$23,000	\$30,936.93	\$30,600	\$27,107.44	\$33,695	\$34,388.26
Registrations	479	223	500	333	424	459
Sponsorships	\$3,000	\$4,950	\$7,000	\$7,200	\$16,000	\$16,500
Event Donations	\$500	\$5,640	\$500	\$3,550	\$3,500	\$3,592.13
VIP Favor Boxes	\$0	\$1,320	\$2,500	\$790	\$0	\$0
Grand Raffle	\$3,000	\$6,825	\$6,600	\$6,615	\$6,500	\$6,821.84
Raffle Baskets	\$4,000	\$6,250	\$7,000	\$8,329	\$8,000	\$6,209.44
Live Auction	\$0	\$0	\$0	\$0	\$2,000	\$719.05
Wish List	\$0	\$2,518	\$2,800	\$1,350	\$1,000	956.00
*Average spent on raffles/person (total \$ collected/attendance)	\$14.61	\$69.92	\$32.80	\$48.93	\$41.27	\$32.04
SLSF average cost/person (total expenses/attendance)	\$3.13	\$15.13	\$53.70	\$64.30	\$65.39	\$54.88

*Raffles: \$1/Silent Auction, \$10, Wish List and Live Auction

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.

The 2023 show raised \$2,996.02 below the budgeted gross revenue. While it did raise \$865.09 over the budgeted net revenue. SLSF saw an increase in event donations, \$10 raffle purchases and guests attending. SLSF was very happy to have raised the most money for this event since 2018.

The SLSF team reached out to over 450 potential sponsors and were very appreciative for the new and returning sponsors for this year. While incorporating the purchase of ad space for sponsorship, SLSF saw an increase in sponsorship dollars.

While the production of the event was hybrid and faced a few tech issues the day of, the remaining portions of the event went great! Donors had the ability to buy raffle tickets in – person and virtually on GiveSmart from the comfort of their homes or seats at the Belvedere, as well as purchase items from the Wish List and additional raffle tickets for the \$10 raffle.

The biggest draw for the \$10 Raffle was the \$500 Visa gift card. Guests were able to purchase \$10 grand prize raffle tickets ahead of the show and during the show. Guests could also purchase \$1 raffle ticket ahead of the show and during the show. Guests were sent the basket list three days prior to the show and the baskets opened at 10:30 a.m. on the Friday before to buy tickets. With the addition of the Wish List, guests were able to assist in the purchase of items for the different NWSRA programs. Of the 130 items posted on the Wish List 27 items were purchased. It also gave guests who may not have won items in the \$1 or \$10 Raffle the opportunity to support the show in a different way. A live auction was added this year to give guests the opportunity to win an experience. Both items that were auctioned off sold.

A professional photo booth was contracted for this year and guests enjoyed using it. The SLSF team will make sure it's in a spot where guests can easily see it next year.

Guest Feedback

- Guests liked the theme and seeing the models
- Loved the return of the \$1 Raffle baskets
- Enjoyed that some of the model parents walked with their children
- The room was large and there was plenty of room to walk around
- Better sound and WiFi
- Shorten the time of the event, 5 hours is too long
- Have shorter volunteer shifts
- Need a better raffle pick up solution
- Prefer the silent auction
- Raise the screens up
- Different lunch menu
- Stick to the schedule that is posted
- Some raffle baskets had items that didn't make sense

