

After Event Memo:

To: Tracey

From: Nanette Sowa

Event Name: Gold Medal Fashion Show

Event Date: 2.26.2017

**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 27<sup>th</sup> annual Gold Medal Fashion Show

**Event Explanation:** The Gold Medal Fashion Show is a luncheon affair which features 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. Since Northwest Community Healthcare has been the gold sponsor, there have also been two models from the Dog Therapy team at NCH with their dogs who also model in the show.

**Event Preparation:** 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 late July. Clothing providers, hair and make-up providers are contracted in 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	Emily Collard	Louise Dickey	Fran Falcone
Judy Houser	Paula Jones	Bev Kaman	Laurel Katz	Joanne Kluck
Karina Kovar	Jean Lamantia	Mary Larson	Linda Mancini	Diane Maxwell
Sandy Ricketts	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 69 raffle baskets and six grand prize raffle items. Tickets for the baskets were sold 6/\$5.00 and the grand raffle tickets were 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 if the facility has a locked room available to store the items... The following is the explanation of the day:

- 8:30 a.m.                   ➤ SLSF Staff, Committee and volunteers arrive  
 ➤ CS to check for correct placement of tables and to assure the correct number of seats are set at each table  
 ➤ Committee sets up basket tables
- 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.                ➤ 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
- 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 - \$1 raffle closes  
 ➤ 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.**  
 ➤ 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 runs 1-4 are ready others can line up as they are dressed.
- 1:30 p.m.                 ➤ Fashion show begins
- 2:30 p.m.                 ➤ Grand finale - Fashion show concludes  
 ➤ Grand Prize Raffle drawing held  
 ➤ ALL VOLUNTEERS AND STAFF CLEAN UP, LOAD VAN, LEAVE and REST!!!!!!

**Evaluation responses:** The committee will meet on March 27 for an evaluation meeting.

**Target Numbers:**

	<b>Budget/Actual 2015</b>	<b>Budget/Actual 2016</b>	<b>Budget/Actual 2017</b>
Gross Revenue	\$61,700/\$58,969	\$57,639/\$58,492	\$60,630/\$57,709.10
Expenses	\$19,500/\$19,729.48	\$20,444/\$21,253.04	\$19,000/\$22,261.16
Net Revenue	\$42,200/\$39,239.52	\$37,195/\$37,238.96	\$37,195/\$35,447.94
Registrations	650/562	585/556	628/557
Sponsorships	\$14,000/\$9250	\$8500/\$9150	\$7500/\$7250
Grand Raffle	\$9200/\$8755	\$8550/\$9810	\$9300/\$8975
Raffle Baskets	\$12,000/\$10,799	\$10,799/\$9862	\$10,330/\$10,951.10
Average spent on raffles/person (total \$ collected/attendance)	\$34.97	\$35.38	\$35.77
SLSF average cost/person (total expenses/attendance)	\$35.33	\$38.22	\$39.97

**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 the \$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 the following years. 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 question exists, how to increase attendance while still maintaining the higher per person spending on raffle tickets.

The committee does not want to see a rise in the ticket price so the strategy for the 2017 show was to raise additional dollars via sponsorship. To that end, the SLSF staff as well as the committee started seeking large sponsors starting in May of 2016. SLSF staff made personal phone calls and visits to sponsors. Three new sponsors came on board adding \$1400 in sponsorship, however, Northwest Community Healthcare decreased its sponsorship from \$7500 to \$5000 due to budget cuts at their company. Thus, even though \$1400 in new sponsorships were added, the total sponsorship dollars were \$250 less than budgeted.

The time of year the event is held may be an issue as the weather can be uncertain and 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. The recommendation is to remain on the last Sunday of February and create a plan to build the sponsor base. At the evaluation meeting on March 27<sup>th</sup>, Nanette will entertain ideas from the committee as to how to raise the net income of the Gold Medal Fashion Show.