



life. with balance.

Harmonia Garden Party

Overview

Harmonia's Garden Party was held, Thursday, June 13th, 2024 at Legacy on 18 Mile Creek from 6pm – 9pm. Food & beverage provided by Frontier Catering. Music by Dosareality, Tom Burns strolling, two fairies and stilt walker and Tarot Card Reader rounded out the entertainment. A debrief was conducted a few weeks later with staff, board members and outside support individuals. Debrief in separate document.

Three clients spoke to attendees – two mental health and one caregiver couple.

102 tickets sold to individuals or part of sponsorship packages. Individual ticket purchasers were uploaded into Harmonia's contact management software, Bloomerang, and were sent a Thank You letter, as were all the Silent Auction bid winners.

Sponsors

The Magellan Group
Incept Digital Marketing
Capstream Audio-Visual
Chef's Restaurant
Evans Bank

Gift Cards/Wine Wall – all sold

38 individual gift cards collected
40 \$25 gift cards provided by Chef's (some used in silent auction items)
42+ wine bottles

Silent Auction – all sold except for three smaller items

26 Silent Auction bid items

Total Revenue

\$8,726 (See final finance for breakdown)

Harmonia Garden Party Debrief

What Went Well

Beautiful venue

Food great – good variety

Gift Cards/Wine were good sellers

Food stations spread out

Caterer involved – dynamic! Staff completed the event

Fairies/Stilt Walker

Tarot Card Reader

Overall Energy of the event!

Firs time event – engagement was great

Top Silent Auction trip!

Respond on fly – flexible to change when we needed it

WBBZ – spots

Buffalo Spree – gift and Forever Young ¼ page ad

Daytime Buffalo segment

Ticket price reasonable – room to consider raising price

Vendor commitment – almost half of vendors contributed

Social Media promoting event

Evans collaboration on social

Music was great- background music, location at venue

Client presentations – impressed about their willingness to speak

Videos running in background

Graphic design was beautiful and flexible to use across mediums

MC was important element – high energy

Val opening presentation – important as head of the organization

Friend making – old and new

Gift cards sales @ door worked out well

Stripe worked out well

Only beer and wine was a good choice for a Thursday event

Check out went well

Indoor/outdoor venue

Engagement of team to pull it off

Two bars were important

Venue owner was a partner in supporting our event

Photographer

Sponsors!

Southtowns Chamber support

Social Media

Capstream help with south and video

Incept – tickets and donation, crating 4 social media graphics, committed to support when we needed help

What Can We Do Better

Band was loud inside venue

Presentation was hard to hear – placement of stage nearer to screen, test

Cost of tickets - consideration value

Extraneous events elements – consider value

Games – not required – save on volunteers – golf game no putter for first part of event, spread out

Tarot card reader – people didn't know she was there

Event program book

Registration could run better - flow – ticket sales vs. registration only

Better registration method – direct guest (brochure or map of events)

Ticket sales in another location or use technology

Gift card – types of cards (only restaurants?), # needed, approach sooner, more people engaged in process – DONATION FORM

Earlier planning – strategies to get in to corporate/business' budgets

Not schedule significant projects/board meetings at the same time we are working on the event details

Bar – spirits vs. beer/wine

Managing people taking two drinks at a time – one drink limit if possible

Open bar vs. limited or options to purchase spirits

Earlier planning – plans, team, plan for committee – dedicated committee, priorities – who gets a free ticket

Get credit card numbers early – check out Stripe options

Gift Card/Wine – need more volume – make enough seed packet stakes

More vendor support

Food – mashed potatoes AND sweet potatoes

Carving station in odd location

Cookies – need more dessert

Ice cream horse trailer

Food selection was “heavy”

Use our assets better – reaching sponsors, ticket purchase – help us get to potential supporters

Auction item incremental dollar value settings should be lower

Reach out to others to be part of the committee

Messaging – THE Southtowns mental health clinic

Set up speakers outside

Bistro tables outside

Have final event report and thank-yous w/in one month post event

Other considerations

188 guest limit

\$100 or \$125 per ticket price with spirits

Want people who will support organization and elevate our donor pool

Consider lower priced event for other constituents

Follow with Matt Hake re Fleetwood Mac cover band event

Consider if we can do it this year or next

Add Venmo as payment option (QR code)

Harmonia 2024 Garden Party Finance Final

Tickets - \$75/person (89 attendees)	\$4,800 Stripe
	\$1,650 Paypal
	\$225 checks
Gift Wall/Wine Wall (78 gift cards; 42 wine bottles @ \$20)	
Silent Auction – 26 items	\$7,500 Stripe
	\$1,775 cash
Sponsors	\$10,500
Donations	\$1,900
Total:	\$28,350
Expenses:	
Venue - \$500/hour – 3 hours	\$1,500
o Load in and out donated for free by venue	
Caterer – food & beverage	\$11,100
o Based on 135 guest	
Sound	N/C
Cherie's group	\$300
Tom Burns	N/C
2 Fairies/one stilt walker/one handler	\$1,350
Tarot Card Reader	\$250
Invitations – design, print, mail	\$1,700
o Based on 800 invites – mail @.66 first class	\$315
Signage – Welcome, individual lawn signs	\$550
Designer	\$1,250
Photographer	\$750
Supplies/Decorations/Favors	\$409

Eblast - \$150 @ 2	\$150
o Southtowns Chamber email blasts (March/April)- one paid/one free	
Ticket Webpage-Incept (\$1,500 value)	N/C
Total:	\$19,624

Net Revenue: \$8,726

Sponsorships/Donations:

Committed sponsorships –

CapStream	\$2,500
Evans Bank	\$2,500
Magellan	\$2,500
Chef's	\$3,000

Donations -

Freed	\$1,000
<u>Russo Automotive</u>	\$500
ESC	\$250
Phil McIntyre	\$100

Cash Total \$11,500

Sponsor - Trade-budget value -

Incept	\$1,500
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