

Casino Night 007

Playbook

Friday, October 26, 2007
Eau Claire Golf & Country Club
7-11pm

Public Relations

Jesica Witte (2007 Committee Contact)

- **WEAU TV 13 5 News Interview**

Contact Name Judy Clark/WEAU Anchor
Contact Info Judy.Clark@weau.com

Judy needs to be contacted 4-6 weeks prior to the event if you want to get on the 5pm newscast for an interview. She also needs the info about the event and the name of the person appearing with title.

JLEC sent her a copy of the invite via email and Jessica Schreiner's title for event.

Aired 3 days prior to event.

- **WQOW TV 18 Commercial Spots**

Contact Name Jeff Wolf/WQOW Promotions Director
Contact Info jwolf@wqow.com

If they are reminded that they did the event they will probably agree to do it again. We are responsible for getting them the info and/or writing the commercial it needs to be produced a month before the event. Jesica Witte wrote the commercial and provided them with the correct info.

The commercial ran from Oct 10-26. I would have them run it the 1-16 instead so we can get the word out sooner, but they didn't have any space that time this year.

Note – JLEC did provide WQOW with a sponsorship level for donating the commercial spots.

• Community Calendars

Jessica Witte did our press release and community calendars online via email and by submitting them myself. Each website has a community calendar submission area or send it to promotions or news. Since promotions/news people change a lot this will need to be done this way every year.

List of Community Calendars the event was submitted to:

WEAU

WQOW

Leader Telegram

Volume One

Clear Channel Radio Group

Maverick Radio Group

Eau Claire Chamber

Chippewa Valley Convention and Visitors Bureau

• Leader Telegram

Contact Name Brian Sandy

Contact Info Brian.Sandy@ECPC.com

A copy of the poster listing the sponsors was provided via email to Brian Sandy and (3) 3x6 Ads ran in the Leader Telegram prior to the event. Total value of ads = \$900.

Note – JLEC did provide Leader Telegram with a level of sponsorship for donating the ads.

The ad ran the following days

Sunday October 14

Thursday October 18

Wednesday October 24

• Chamber Member to Member Email

Contact Name Stella Steinke

Contact Info steinke@eauclairechamber.org or 834-1204

Note: 2007 Casino Night did not do this but would be very beneficial to send out for 2008

Email messages are sent out every Friday to entire Chamber group. Message/website link/logo needs to be sent to Stella by Wednesday of that week. Cost is \$60 per message and the messages are limited to 100 words.

• JLEC Website

Contact Name Joanna Schneider – VP Communications

Website Homepage was updated with all information and link to download invitation. All information was provided to Joanna in ready format and she posted it as needed.

Invitations/Posters

Emily Madsen (2007 Committee Contact) Printing/Mailing
Jessica Schreiner-Donnelly (2007 Committee Contact) Invite/Poster/RSVPs
Joanna Schneider (2007 Committee Contact) Invite/Poster Design Technical Support
Kate Gillett (2007 Committee Contact) Merging Invitation List in Excel

• Invitations

Contact Name Tyler Widen
Contact Info Color Path P.O Box 144 EC, WI 54702
Phone 723-4943
Email twiden@colorpath.com

Invite was designed by Jessica Schreiner – re used logo from Toronto JL. Emily Madsen dealt directly with Tyler at Color Path.

Invites were color printed (both sides) 8.5 x 11 paper size. Use heavier weight card stock next year (printed incorrectly)
Sent using tri fold – no envelopes.
\$0.33 per copy.
400 Invites were printed.

• Mailing

Contact Name Bill Blackburn at L&M Mail Service
Contact Info. 836-0138

Excel spreadsheet with addresses was provided to L & M Mail Service, approx. 330 invites mailed. We have our own mailing list created for the event.

Invites were delivered by September 29 for October 27 event.

L & M donated the following
Tri fold of the invite and seal

Mailing cost – they used our non profit JLEC postage rate – Bill found our auth. #

Note – JLEC did provide L & M with a sponsorship level for the mailing donation.

- **RSVPs**

Jessica Schreiner-Donnelly (2007 Committee Contact)

Pre Registration and payment to event was required. ONE registration list was kept for record keeping purposes (prevent duplicate/missing names).

Registration info. and payment was sent to JL office and picked up by committee members. A running spreadsheet was kept for attendance and payment info. No tickets were sent, attendees were told they would be on a list at the door. 99% of registration payments were received prior to the event.

\$60 per person

- **Posters**

Used Toronto JL logo and redesigned poster by adding local sponsors and info.

CVOS (J. Witte) printed the posters and were provided to sponsors and local businesses. Note – JLEC did provide CVOS with a sponsorship level for printing donation.

- **Program**

Used program format from JL Toronto. Provided at registration desk for participants. 80 programs were printed in color. Printed on tri fold paper.

Listed the following:

Schedule of Events

Sponsors and Levels of Sponsorship

Board of Directors

Casino Night Committee

EC Golf & Country Club Venue

• Menu

Jennifer Geurts/Sue Carmody/Kate Gillett (2007 Committee Contacts)

Contact Name Jenna Nichols

Contact Info 836-8420 or events@ecgcc.com

Menu was negotiated to \$25.00 per person total.

Passed Appetizers 7-7:30

Brushetta

Antipasti Skewers

Brie & Crab Stuffed Mushrooms

Pasta Stations 7:30- 11

Italian Salad

Bread

4 Different Types of Pasta (using pastas which are easy to eat)

Desserts/Coffee 7:30 - 11

• Additional Items

Jessica Schreiner-Donnelly (2007 Committee Contact)

Date was secured with CC by beginning of July. This should already be done for next year's event since we are keeping the same time of year and venue.

007 Ice Sculpture was made for event (approx \$200)

Champagne was passed for 30 minutes prior to Casino Opening during appetizers.
(approx \$150)

Meeting held 2 weeks prior to event at CC with Jenna, Vegas Nights contact and a few committee members to walk thru the set up of the following:

food stations/ dining tables / bar set up

casino tables

registration table

silent auction/raffle table

ice sculpture

dance floor

Provided with a copy of the floor plan and our event layout. Discussed how appetizers and champagne would be butlered at event

Sponsors

Liz Kennedy-Wiechert/Jill Hecker Fernandes (2007 Committee Contacts)

Add your info here. . .

Donations

Liz Kennedy Wiechert/Jill Hecker Fernandes/Jenny Fesenmaier/Stephanie Niebergall
(2007 Committee Contacts)

Add your info here. . .

Lessons Learned

What went well

- Amazing food
- Dealers were nice and played along
-

Areas of Improvement

- Mention sponsors more throughout the evening – more recognition at the event
- Send out a survey polling attendees to see what they liked/disliked
- Send out more invites – do chamber mailing?
- Use Chamber Member to Member email
- Leave Black tie off the invite -- deterrant

Committee for Next Year

Kate Gillett

Jesica Witte

Contacts:
Jessica Schreiner-Donnelly
Phone: 612.708.1332
Email:jessica_schreiner@baxter.com
Liz Kennedy-Weichert
Phone:715.836.7371
Email:ewdynamo@yahoo.com



Press Release

007: Casino Night sponsored by Junior League of Eau Claire

1st ever Casino Night fundraiser will help support local non-profit's new signature community project-'Kids in the Kitchen'

Eau Claire, WI September 23, 2007: Live out your James Bond fantasies at the first ever 007: Casino Night to benefit Junior League of Eau Claire. The Eau Claire Golf and Country Club will be transformed into a dazzling charity casino and will be filled with casino tables to delight our high rolling guests. This exciting event will also feature hors d'oeuvres, a silent auction, dancing, and fabulous raffle prizes. All proceeds will go to fund "Kids in the Kitchen" JLEC's newest community project.

When: Friday, October 26th 7pm-11pm

Where: Eau Claire Golf and Country Club

Cost: \$60 per person

Junior League of Eau Claire is a volunteer organization for women interested in making a positive impact in their communities. We are part of the Association of Junior Leagues International which is made up of 296 Junior Leagues in four countries. Junior League of Eau Claire is known for its signature projects, most recently our 'Back-to-School Backpack' project which provided over 1,000 backpacks full of school supplies for children in the Chippewa Valley. Our newest initiative 'Kids in the Kitchen' is designed to help communities address the urgent issues surrounding childhood obesity and poor nutrition.

JLEC Members available for pre-event publicity!!!!



In Support of the Junior League of Eau Claire

Friday Evening
October 26, 2007
Eau Claire Golf and Country Club
Tickets \$60.00 per person
7-11 pm

Please join us for our main fundraiser of the year we need your help in supporting this inaugural event. This event is open to the public so please extend the invitation to your friends and family and join us for a great evening.

The Country Club will be transformed into a dazzling charity casino for the evening.

So grab your “secret agent” and find a fabulous Bond Girl dress and enjoy the evening filled with the following.

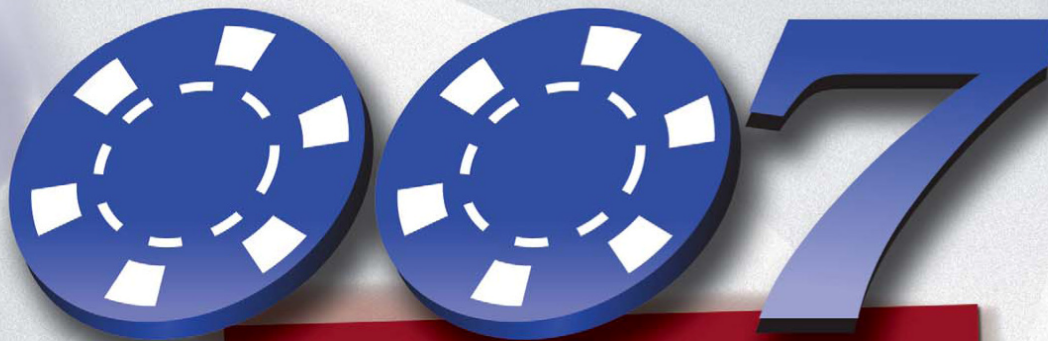
Dancing
Hors d'oeuvres
Silent Auction
Texas Hold'em
Roulette
BlackJack

Gambling for Entertainment Purposes

All proceeds will benefit the Junior League of Eau Claire.

Contact Jessica Schreiner-Donnelly for more information 838-0537

CASINO NIGHT



An evening that's
licensed to thrill

You are cordially invited to Casino Night 007.
Friday, October 26, 2007, 7:00 pm at the Eau Claire Golf & Country Club

Join us for an evening of fabulous hors d'oeuvres, a silent auction, dancing, raffle prizes and, of course, casino games*.
Space is limited and reservations are required. All proceeds benefit the Junior League of Eau Claire.
Black tie optional.

*Gambling for entertainment only.



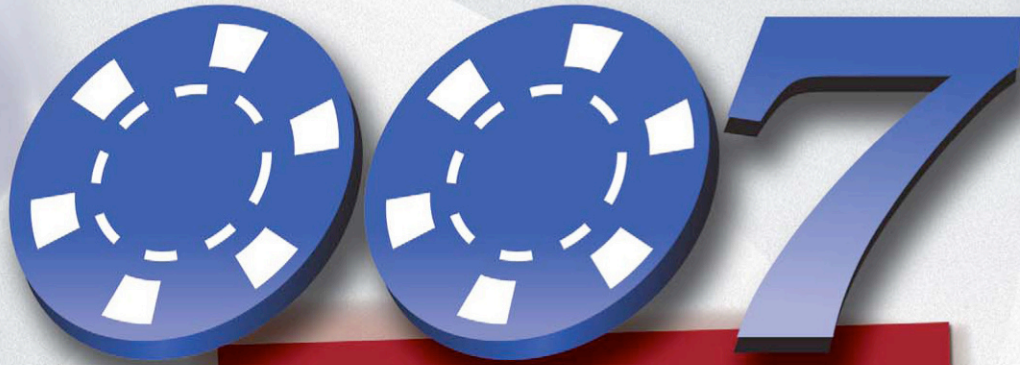
See our website at www.juniorleague-ec.org for special offers on tuxedo rentals.
Contact Jessica at 715.838.0537 or email us at jlec@charter.net with any questions.

Name _____ Number Attending _____

Contact Number / Email Address _____ Payment Amount (\$60 per person) _____

Please detach and return by October 19, 2007 to The Junior League of Eau Claire, 316 Eau Claire St. Eau Claire, WI 54701. Once payment is received, JLEC will contact you to confirm your reservation.

CASINO NIGHT



An evening that's
licensed to thrill

October 26, 2007 at 7pm - Eau Claire Golf and Country Club

Grab your "secret agent"
and find a fabulous
Bond Girl dress!

Texas Hold'em
Blackjack
Roulette

Hors D'oeuvres
Silent Auction
Dancing

Tickets \$60 per person

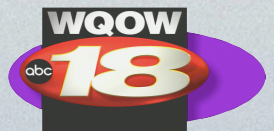
Contact Jessica Schreiner-Donnelly for more information at 715-838-0537 or JLEC@charter.net
Registration form online at www.juniorleague-ec.org.

Space is limited.
Advance reservations required.

All proceeds to benefit the
Junior League of Eau Claire.


JUNIOR LEAGUE OF
EAU CLAIRE
Women building better communities

Special thanks to our sponsors!



Gambling for entertainment purposes.

2007 Casino Night
 Final Budget
 November 12, 2007

INCOME

Registrations (63) @60	3780
Sponsors/Donations	2860
Silent Auction	3350
Funny \$	490
	<u>10480</u>

EXPENSES

Vegas Nights	1750
CC Food 75@ 25	1997.7 food/ice/champagne
Color Path Print invites	131
	0
	0
	0
	0

Thank You's Postage	41
	<u>3919.7</u>

NET **6560.3**

Sponsors	
Noodles	250
Lotus Spa	500
Xcel	500
Racys	100
Scobie Inc	250
Indianhead	500
Alphaprints	200
Laskers	200
Kay Senn	120
Sue Carmody/Matching Gift Luther	200
Muldoons Mens Wear	40
	2860

Other Expenses -- Donations	
L & M Mail Service Mailing 250 Invites	150
Leader Telegram Ads (3)	800
TV 18 Commercials	1980
Paper Printing/Ink/Postage/Programs	200
Avalon Floral - Decorations	200
	3330