



Kobe Bryant's All-Star Night to Remember

An Event Plan Proposal

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Prepared by:

FIVE STAR EVENTS



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Executive Summary

The Event Management Team of Five Star Events has been approached by Kobe Bryant to plan and host a charity event benefiting the After-School All-Stars, a well-established charity that serves 70,000 youth annually through after school and summer programs in 13 cities across the country. This event, featuring sports superstars and celebrities, will be held at Sherman Oaks Castle Park, a miniature golf and recreation complex owned and operated by the City of Los Angeles Parks and Recreation Department.

The agenda will feature a cocktail party for distinguished sponsors and guests to mingle and network with local sports stars and celebrities, a live auction featuring a celebrity guest auctioneer, and an evening of miniature golf. The evening's festivities will start with a pre-event kick-off party for sixty (60) local After-School All-Stars who will be given exclusive access to the miniature golf courses and arcade for an afternoon of fun to remember.

The following proposal outlines a comprehensive event plan, including: projected personnel, sponsorships, and vendors; marketing and media strategies; safety and security requirements; and likely check-in procedures. Additionally, the proposal includes an event timeline as well as a projected event budget.

Introduction

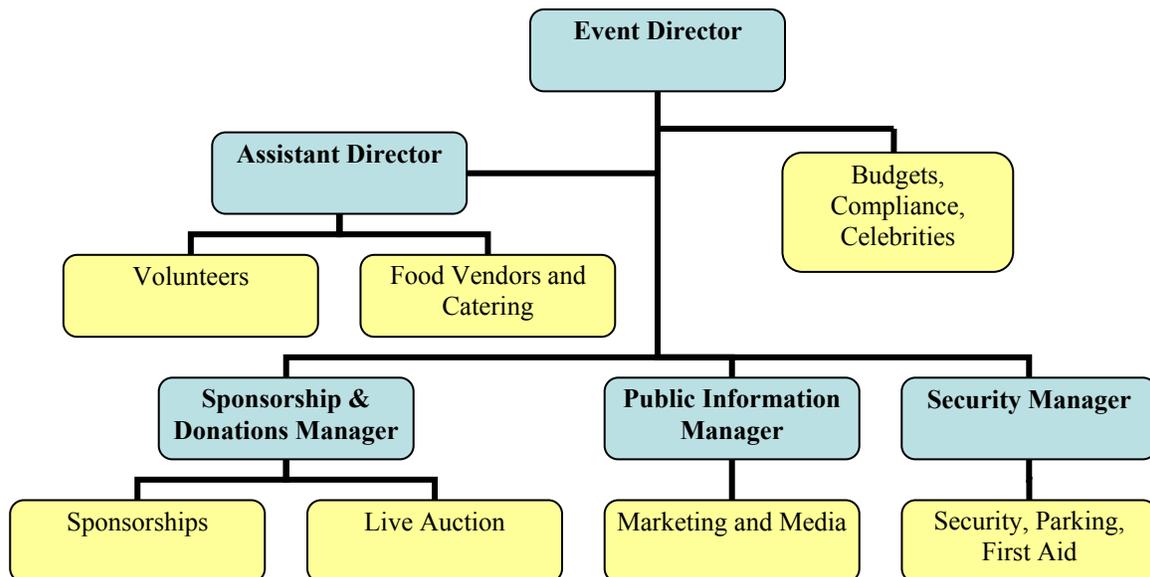
Los Angeles Lakers Superstar, Kobe Bryant, has been the National Ambassador for After-School All-Stars (ASAS) since 2007. Inspired by the programs' ability to keep kids safe during the critical after-school hours, Kobe is committed to increasing the awareness and ensuring the continued success of ASAS. Upon approval of the proposed

event plan, Kobe has generously offered to match all funds raised by this benefit up to \$25,000. Based upon Kobe’s matching gift and the name of the charity (ASAS) to which all proceeds will be donated, Five Star Events proposes to name the event, “Kobe Bryant’s All-Star Night to Remember.”

Five Star Events is committed to increasing the awareness and continued success of After-School All-Stars by providing a once-in-a-lifetime memorable event that integrates the community with the support of local celebrities. Five Star Events is dedicated to hosting a fun and relaxing event for all participants while maintaining the safety and security of all involved.

Personnel

Running an event of this magnitude requires the seamless collaboration of various event managers. The organizational chart below outlines the personnel required (in blue), and their major responsibilities (designated in yellow), for this event.



Five Star Events utilizes a staff of event managers who are well aware of their duties and who work in partnership with each other and their assigned volunteers to

ensure a safe, successful, and profitable event. This event requires the following management personnel:

- Event Director: The Event Director will oversee all aspects of the event and delegate duties as necessary to corresponding managers. The Director is responsible for budgeting, payroll, and financial expenditures, and will approve and authorize all budgetary decisions for aspects of the event. The Director will ensure that permitting is properly handled, and that the event meets all city compliance procedures. Finally, the Director will secure celebrity involvement, appearances, and scheduling and will manage celebrity hospitality on the day of the event.
- Assistant Director: Working at the right-hand of the Director, the Assistant Director is knowledgeable of all aspects of the event and can assist all managers in facilitating any section of the event. The Assistant Director is responsible for securing outside food vendors and catering and ensuring that all contracts are finalized. Additionally, the Assistant Director will recruit and train all volunteers necessary to run the event.
- Sponsorship & Donations Manager: The Sponsorship & Donations Manager is responsible for securing sponsors, both large and small, and securing donations for the live auction. On the day of the event, the Sponsorship and Donations Manager will coordinate all sponsorship hospitality.
- Public Information Manager: The Public Information Manager is responsible for effectively publicizing the event, handling news media, and serving as the media liaison on the day of event. The Public Information Manager oversees

and approves all press releases, marketing materials, and any additional publicity-related information. The Public Information Manager maintains the event guest list and ensures that the event is well-attended.

- Security Manager. Although the facility provides some security, the Security Manager will coordinate additional security necessary for a celebrity-filled event. Additionally, the Security Manger is responsible for securing valet parking and ensuring that all safety and first aid requirements are met.
- Volunteers. A considerable number of trained volunteers will be utilized on the day of the event to handle check-in protocols, provide caddy assistance on the golf courses, and ensure smooth running of the cocktail party and live auction. Volunteers will be solicited from After-School All-Stars as well as from the internship network from local universities.

Sponsorships and Vendors

Corporate sponsors will be recruited to support the event. Because the event will take place at a miniature golf course, Five Star Events has established a series of golf-themed sponsorship packages outlined below.

- Master's Sponsorship – \$15,000
 - Eight tickets (two teams of four players) for miniature golf course (includes caddy and on-course refreshments)
 - Master's Sponsorship recognition on all tournament related materials and press releases
 - Prominent banner at registration area
 - Name/logo on scorecard
 - Company/name incorporated into event name
 - Company/name recognition plaque
 - Celebrity plays 3 holes with group
 - Eight tickets to cocktail reception and live auction
 - Eight event golf shirts
 - Eight gift bags

- PGA Tour Sponsorship – \$8,000
 - Four tickets for miniature golf course (includes caddy and on-course refreshments)
 - Company identification signage on one hole of choice
 - Product sampling at the hole or ability to promote your company with giveaways
 - Four tickets to cocktail reception and live auction
 - Four event golf shirts
 - Four gift bags

- Hole-in-One Sponsorship – \$5,000
 - Four tickets for miniature golf course (includes caddy and on-course refreshments)
 - Four tickets to cocktail reception and live auction
 - Company identification signage on one hole
 - Four event golf shirts
 - Four gift bags

- Amateur Sponsorship – \$1,000
 - Two tickets for miniature golf course (includes caddy and on-course refreshments)
 - Two tickets to cocktail reception and live auction
 - Company identification signage on one hole
 - Two event golf shirts
 - Two gift bag

- Vendor Sponsorship – Goods and services provided for event
 - Four complementary tickets for miniature golf course
 - Company identification signage on one hole
 - Company identification in media and press releases
 - Product sampling at the hole or ability to promote company with giveaways
 - Ability to provide coupons for gift bags that will be distributed to corporate sponsors
 - Ability to promote products and services that will be distributed to corporate sponsors and celebrities

As national sponsors of After-School All-Stars, AT&T, Hummer, and Budget will be solicited at the Master's Sponsorship level. Additional ASAS corporate sponsors and local and corporate businesses will be contacted to provide for all other sponsorship package levels, including PGA, Hole in One, and Amateur level sponsorships. All

sponsors will be allowed to submit promotional or giveaway items to be included in the event gift bag and will be solicited to provide prizes for the live auction.

In hopes of keeping expenses for this event as low as possible, and to maximize proceeds, Five Star Events will solicit local businesses to donate food, drinks, entertainment, gift bag content, and t-shirts for the event. Following is a list of potential vendors to be contacted for this event.

- Food Vendors
 - Ameci Pizza & Pasta
4371 1/2 Woodman Ave. Sherman Oaks, Ca
(818) 981-2500
 - Baja Fresh
14622 Ventura Blvd. Sherman Oaks, CA 91403
(818) 789-0602
 - In N Out Burger
4444 Van Nuys Blvd. Sherman Oaks, CA 91403
(800) 786-1000
 - Mel's Drive-In
14846 Ventura Blvd. Sherman Oaks, CA 91403
(818) 990 – 0648
 - Mulberry Street Pizza
17040 Ventura Blvd. Encino, CA
(818) 906-8881
 - Subway
4954 Van Nuys Blvd Ste 107 Sherman Oaks, CA 91403
(818) 981-3221
- Drink Vendors
 - Costco
- Entertainment Vendors
 - Rich Kraveitz Entertainment
(818) 700-2998 or RCK412@aol.com
- T-shirt Vendors
 - Barry Kay Enterprises
6027 Etiwanda Ave. Tarzana, CA 91356
(818) 996-9490

Upon approval to proceed with this event, additional vendors will be identified and contacted.

Marketing and Media Strategies

There are two distinct components to this event: (1) the fundraising cocktail party, live auction, and miniature golfing event targeted to corporate sponsors, celebrities, and special guests in the community; and (2) the kick-off party for sixty (60) After-School All-Stars to take place at the park prior to the evening program. Five Star Events will coordinate all facility logistics to ensure that the park is closed to the public on the day of the event.

Kick-Off Party. After-School All-Stars will select, based on an incentive program of their choice, the sixty children to participate in the kick-off party. Five Star Events will provide transportation for 60 kids, plus 12 counselors (a 5:1 child to adult ratio) to the park via a chartered school bus. The kick-off party will take place during after school hours, 3:30 pm to 6:00 pm, in line with the mission of After-School All-Stars. Each kid will have the opportunity to play golf and arcade games free of charge. A series of food vendors will be utilized to provide food for the children and counselors. All participants from ASAS will receive an event polo shirt as well as a gift bag filled with food coupons and promotional items from the food vendors and corporate sponsors for the event. Five Star Events will arrange for celebrity appearances, including Kobe Bryant, from 5:00 pm to 6:00 pm to sign autographs, take pictures, and distribute the gift bags to the After-School All-Stars. The bus will depart the park promptly at 6:00 pm, at which time the evening festivities will commence.



All-Star Night to Remember. Prominent members of the local community will be invited to attend the fundraising event. Invitees will be given the opportunity to meet,

network, and mingle with celebrities and other members of the community, while raising money for a good cause in a fun and relaxing environment. The registration fee to attend the event will be \$250 per person and will include complimentary valet parking, admission to the cocktail party and live auction, and a ticket to play miniature golf. Each person will receive an event golf shirt and a gift bag. The guest list will be compiled from contacts of members of the ASAS Board of Directors, Marketing Advisory Board, and Celebrity Ambassadors. Additionally, all prior donors to ASAS will be invited to attend the event.

An event website will be created to provide updates about the event, including confirmed celebrities and live auction items. Additionally, the website will provide information about sponsorship and donation opportunities. The event website will allow people to make individual donations directly to After-School All-Stars. Kobe Bryant is committed to making a matching gift of up to \$25,000 for all donations made to ASAS as a result of this event.

As celebrities are confirmed to attend the event, and as the event nears, a series of press releases will be issued to promote the event. The Public Information Manager will arrange for local print and television media to attend and report on the event and increase community awareness of After-School All-Stars. Additionally, a separate room at the facility will be designated specifically for media personnel on the day of the event.

Safety and Security

Safety and security of all celebrities and participants is of the utmost concern. The park will be closed to the public and specific check-in and safety procedures will be implemented to ensure that only people pre-registered and confirmed to attend the event

are allowed entry. Valet parking will be utilized to ensure efficient and safe parking procedures. Valet parking passes will be mailed to each confirmed attendee prior to the event to control who is allowed entry into the parking lot. Given the high profile nature of the event, additional security will be posted at the entrance of the parking lot, the entrance of the facility, and throughout the facility itself. As the facility is city owned and operated, complete ADA compliance with regards to parking and accessibility is ensured.

Alcohol. Because alcohol will be served during the cocktail party, Five Star Events is committed to employing properly trained and certified bartenders. If at any point during the event, a bartender is concerned that a guest has had too much alcohol, the bartender will be advised to contact the Event Director and security to handle the situation as smoothly and discretely as possible. A taxi service will be on-call and available for guests who are unable to drive safely at the end of the evening's festivities.

In Case of Emergency. Five Star Events is committed to having the best emergency protocols in place for all hosted events. For the purpose of the Kick-Off Party, emergency contact information will be provided by After-School All-Stars to Five Star Events for each child attending the event. The emergency contact information will be kept in a binder on-site on the day of the event in case of any emergencies. In case of emergency, the Five Star Events management team, as well as the team of volunteers that Five Star Events employs, is trained to call 911 immediately. For the purposes of this event, the nearest hospital is Valley Presbyterian Hospital, located approximately five (5) minutes away from Castle Park Sherman Oaks.

Check-In Procedures

After-School All-Stars Kick-Off Party. Five Star Events insists upon a 5:1 child to adult ratio to ensure proper supervision of the children at the park. Only sixty (60) After-School All-Stars will be allowed to enter the event, and a total of 12 counselors will accompany the children. ASAS will provide a final list of the children and counselors attending the event two weeks prior to the event. ASAS will be responsible for securing liability consent forms and emergency contact information for each child, signed by a parent or guardian, and ASAS will supply Five Star Events with copies of each signed consent form. Five Star Events will provide custom wristbands to ASAS one week prior to the event. Each child and counselor must wear their wristband in order to be allowed on the bus and to gain entry into the park. Volunteers will be posted at the entrance of the park to welcome the kids, distribute polo shirts, and ensure that each person is wearing their wristband. After the children are dropped off at the entrance to the park, the buss will park in a sanctioned area of the parking lot. As the park will be closed to the public for this event, security will be posted at the entrance of the parking lot and the entrance of the facility to ensure that no unauthorized people enter the event.

All-Star Night to Remember. There will be three distinct check-in areas for the evening's festivities:

(1) *General Admission.* Event registration will close two weeks prior to the event. A list of all confirmed attendees will be used to confirm entry of all participants. Valid photo identification will be required to cross-reference the name on the registration list. Upon check-in, each person will receive their gift bag, golf shirt, and miniature golf ticket.

(2) *Celebrity Check-In.* The Event Director will confirm all celebrity appearances and schedules. A separate check-in area will be designated for celebrities attending the event. Several celebrities, including Kobe Bryant, will be scheduled to arrive prior to the end of the Kick-Off Party and will be available to sign autographs, take pictures, and distribute gift bags to the kids. Celebrities confirmed just for the evening fundraising festivities will also check-in at the celebrity check-in table and will receive expedited entry into the facility, escorted by a trained event volunteer.

(3) *Media Check-In.* The Public Information Manager will confirm and finalize the names of all media to attend the event. Custom media credentials will be distributed to all confirmed media personnel one week prior to the event. There will be a separate check-in table for media. They must show their media credential along with valid photo identification in order to gain access to the event.

Event Timeline and Checklist

The following table outlines a preliminary event timeline and checklist including tasks, responsible parties, due dates, and status for all aspects of the event prior to the event date.

Personnel Key: Five Star Events (FSE), Event Director (ED), Assistant Director (AD), Sponsorship & Donations Manager (SDM), Public Information Manager (PIM), Security Manager (SM), After-School All-Stars Organizer (ASAS), Castle Park Staff (CPS).

8–9 Months Prior to Event	Who	Due Date	Status
Set Event Date and Timeline	FSE		
Preliminary Budget	FSE		
Transportation/Parking Plans	FSE		
Check-In Procedures	FSE		
Identify Potential Vendors and Sponsors	FSE		

Volunteer Job List	FSE		
Organizational Beneficiary Personnel	ASAS		
Compile Invitee List	FSE/ASAS		
7 Months Prior to Event	Who	Due Date	Status
Contact/Recruit Athletes and Celebrities	ED/ASAS		
Recruit Celebrity Auctioneer	ED		
Contact Local Sports Organizations	PIM		
Perform Site Inspection	SM		
Facility Permitting	ED/AD/SM		
Event Insurance/Compliance	ED/AD/SM		
Finalize Budget	ED		
Confirm/Finalize Master's Sponsorship	SDM		
Begin Soliciting Items for Live Auction	SDM		
Confirm Event Vendors & Catering	AD		
Continue Recruiting Additional Sponsors	SDM		
Design Event Logo	PIM		
Launch Event Website	PIM		
Design and Print Event Invitations	PIM		
6 Months Prior to Event	Who	Due Date	Status
Send Event Invitations	PIM		
Confirm Celebrity Auctioneer	ED		
Issue Initial Press Release	PIM		
Continue Celebrity Recruitment	ED		
Continue Sponsorship Recruitment	SDM		
Continue Solicitations for Live Auction	SDM		
3 Months Prior to Event	Who	Due Date	Status
Finalize Budget	ED		
Confirm/Sign Agreements with Celebrities	ED		
Finalize Sponsors	SDM		
Continue Solicitations for Live Auction	SDM		
Finalize Event Vendors & Catering	AD		
Recruit Volunteers for Day of Event	AD		
2 Months Prior to Event	Who	Due Date	Status
Plan sign, equipment, and banner positioning	SM/CPS		
Participation Waivers to ASAS	AD		
Design/Order Polo Shirts for Kick-Off Party	PIM		
Design/Order Golf Shirts for Evening Event	PIM		
Design and Order Gift Bags	PIM		
Finalize Donations for Gift Bags	SDM		
Issue Second Press Release	PIM		
Continue Recruiting Volunteers	AD		
1 Month Prior to Event	Who	Due Date	Status
Close Event Registration	FSE		
Train Volunteers	AD		
Coordinate Receipt of Gift Bag Items	SDM		

14 Days Prior to Event	Who	Due Date	Status
List of ASAS to Attend to FSE	ASAS		
Schedule Bus for ASAS	SM		
Confirm/Finalize Event Day Media	PIM		
7 Days Prior to Event	Who	Due Date	Status
Custom Wristbands to ASAS	SM		
Valet Parking Vouchers to Attendees	SM		
Media Credentials to Media Personnel	PIM		
Issue Third Press Release	PIM		
Confirm Weather Forecast	ED		
Stuff Gift Bags (Kids)	SDM		
Stuff Gift Bags (Attendees & Sponsors)	SDM		
Issue Press Release	PIM		
2 Days Prior to Event	Who	Due Date	Status
Meet & Confirm Agenda with Facility	SM		
Confirm All Vendors and Catering	AD		
Finalize Registration Procedures	PIM		
Finalize Volunteer Schedule	AD		
Confirm Decorations & Signage	ED		

The following table outlines the schedule for the day of the event.

Time	Task	
9:30 am	Castle Park Staff arrive	CPS
10:00 am	Five Star Events Management Team Arrives	FSE
10:15 am	Store Gift Bags in Supervisor's Office	SDM
10:30 am	Set Up Check-In Area	SM
	Tent Rental/Party Vendor Arrives & Sets Up Tent	AD
11:00 am	Volunteers Arrive	
11:00 am – 1:00 pm	Supervise and Support Volunteers	AD
	Set Up and Decorate Facility	FSE/CPS
	A/V Set Up (for Live Auction)	SDM
	First Aid Station Set Up	SM
12:00 pm	Audio/Lighting Entertainment Arrive	AD
12:15 pm	Test Audio	FSE
1:00 – 2:00 pm	Lunch	
1:30 pm	Security Arrives	SM
2:00 pm	Photographer/ Videographer Arrive, Test Equipment, Receive Final Instructions	AD
2:30 pm	Food Vendors Arrive and Set Up	AD
3:30 pm	After-School All-Stars Bus Arrives	ASAS
3:40 pm	ASAS Kids/Counselors Split into Pre-Set Groups <ul style="list-style-type: none"> • 4 groups/course • 5 kids/group + 1 counselor 	AD
	Clubs and Balls Distributed to Kids	CPS

3:45 – 4:45 pm	ASAS Play Miniature Golf	
4:00 pm	Valet Parking Arrives and Sets Up	SM
4:45 – 5:45 pm	Arcade Open for Kids	AD
	Food Available for Kids	AD
5:30 pm	Celebrities to Meet with Kids Arrive	ED
	Catering for Evening Benefit Arrives, Sets Up	AD
5:45 – 6:10 pm	Celebrities Meet Kids & Distribute Gift Bags	ED
6:10 pm	Group Photo of All-Stars and Celebrities	Photographer
6:15 pm	Bus Departs with After-School All-Stars	SM
6:30 – 7:00 pm	Celebrities, Media, Registered Participants Arrive	
7:00 pm	H'or Dourves and Beverages Served	Catering
7:25 pm	ASAS Presentation	ED
7:30 – 8:00 pm	Live Auction with Celebrity Auctioneer	
8:00 – 10:00 pm	Golf Courses Open and Available for Participants, Sponsors, and Celebrities to Play	
10:00 pm	Event Ends	
	Clean Up/Tear Down Commence	FSE/CPS

One to seven days after the event, all vendors will be paid in full, all volunteer profile sheets will be filed, and personal thank you letters will be sent to sponsors, donors, auction winners, celebrities, and volunteers.

Seven to ten business days after the event, a final accounting of the event will be conducted and submitted to After-School All-Stars along with a distribution of the event proceeds. Finally, a post-event press release will be issued.

Budget

The following table outlines the projected budget for this event.

Item	Projected Expense
Five Star Events Overhead	\$20,000
Facility Rental	\$2,000
Party Rental (tent, tables, linens, etc.)	\$1,500
Security	\$1,000
Valet Parking Services	\$1,000
Chartered School Bus	\$300
Polo Shirts (After-School All-Stars)	\$1,000
Golf Shirts (Attendees, Sponsors)	\$3,000
Gift Bags	\$500
Arcade Tokens provided to ASAS	\$600
Photographer	\$300
Videographer	\$300
Subtotal	\$31,500
Unforeseen costs and expenses (10%)	\$3150
Donated Items	
Food Vendors	No Cost
Drink Vendors	No Cost
Entertainment Vendors	No Cost
Total Expenses	\$34,650

Sponsorships and Ticketing	Projected Income
Master's Sponsorship	\$15,000
PGA Sponsorships (2 @ \$8,000)	\$16,000
Hole in One Sponsorships (5 @ \$5,000)	\$25,000
Amateur Sponsorships (10 @ \$1,000)	\$10,000
General Admission (60 @ \$250)	\$15,000
Subtotal	\$81,000
Donations	
On-Line Donations	\$10,000
Live Auction Proceeds	\$15,000
Kobe Bryant Matching Gift	\$25,000
Subtotal	\$50,000
Total Income	\$131,000

Anticipated Proceeds to go to After-School All-Stars	\$96,350
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Appendix A

Slides of PowerPoint Presentation

FIVE STAR EVENTS



FIVE STAR EVENTS



KIN 513 – Event Plan Proposal

Prepared & Presented By:

Courtney Chai
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FIVE STAR EVENTS



presents

Kobe Bryant's
All-Star Night to Remember
A Charity Event Benefiting After-School All-Stars





Introduction

- ★ After-School All-Stars
 - Provides after school programs and youth summer camps for at risk youth
 - Serves 70,000 youth annually in 13 cities across the country
- ★ Kobe Bryant
 - Celebrity Ambassador
 - Matching Gift – \$25,000



Vision Statement

- ★ Five Star Events is committed to increasing the awareness and continued success of After-School All-Stars by providing a once-in-a-lifetime memorable event that integrates the community with the support of local celebrities





Event Agenda

- ★ Kobe Bryant's All-Star Night to Remember
 - Cocktail Party
 - Live Auction with Celebrity Auctioneer
 - Evening of Miniature Golf
- ★ Kick-Off Party
 - Exclusive access to Castle Park for 60 local After-School All Stars



Event Location

- ★ Castle Park
 - Sherman Oaks location (20 minutes from Downtown Los Angeles)
 - Owned and operated by the City of Los Angeles Parks and Recreation Department
 - 3 18-
 - Arcade





Event Participants

- ★ Kick-Off Party
 - 60 local After-School All-Stars
 - 12 ASAS counselors
 - ASAS to select kids and counselors to participate, based on an incentive program of their choice
 - Five Star Events will provide transportation to event via a chartered school bus



Event Participants

- ★ Kobe Bryant's All-Star Night to Remember
 - Invitees will include:
 - ★ Contacts from members of the ASAS Board of Directors, Marketing Advisory Board, and Celebrity Ambassadors
 - ★ Current and previous ASAS donors
 - ★ Celebrities and sport superstars
 - \$250 per person registration fee includes:
 - ★ Complimentary valet parking
 - ★ Admission to the cocktail party and live auction
 - ★ Ticket to play miniature golf
 - ★ Event golf shirt and a gift bag



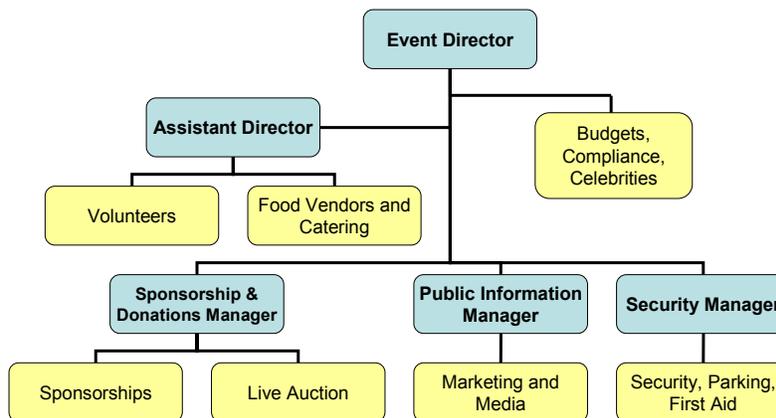


Event Personnel

- ★ Five Star Events offers an experienced team of event management professionals
- ★ This event will require:
 - Event Director
 - Assistant Director
 - Sponsorship & Donations Manager
 - Public Information Manager
 - Security Manager
 - Team of Trained Volunteers



Organizational Chart





Sponsorships

- ★ Success will depend largely upon funding from sponsorship packages
- ★ Targeted sponsors include:
 - ASAS national sponsors
 - ★ AT&T, Hummer, Budget
 - ASAS corporate sponsors
 - Local business and corporations
- ★ Golf-themed sponsorship packages



Sponsorship Goals

- ★ Master's Sponsorship (\$15,000)
 - One Master's level sponsorship for event
- ★ PGA Sponsorship (\$8,000)
 - Two PGA level sponsorships for event
- ★ Hole-In-One Sponsorship (\$5,000)
 - Five Hole-In-One level sponsorships for event
- ★ Amateur Sponsorship (\$1,000)
 - Ten Amateur level sponsorships for event





Vendors

- ★ Food and drinks
- ★ Entertainment
- ★ Promotional items
- ★ Vendor Sponsorships
 - Whenever possible, Five Star Events will seek vendor donations in exchange for publicity and advertising opportunities to minimize costs



Live Auction

- ★ Celebrity Auctioneer
- ★ Donations solicited from:
 - Sponsors
 - Vendors
 - Local business
 - Los Angeles Lakers





Check-In Procedures

★ Kick-Off Party

- ASAS to select children and secure liability waivers/permission forms from signed parent or guardian for each child
- List of names will be provided to Five Star Events two weeks prior to event
- FSE will provide custom wristbands to ASAS for all children and counselors to be worn at all times during event



Check-In Procedures

★ Kobe Bryant's All-Star Night to Remember

- Celebrity Check-In
 - ★ Separate
 - ★ Added security
 - ★ All celebrities escorted into event upon arrival
- Media Check-In
 - ★ Separate from general admission
 - ★ Media credential and photo ID required
- General Admission Check-In





Marketing & Media Strategies

- ★ Event branding key component to event
 - Logo, marketing collateral, invitations, promotional items, advertising, etc.
- ★ Event Website
 - Celebrity involvement
 - Auction items
 - Donations direct to ASAS
- ★ Media Plan
 - Press releases
 - Media presence at event



Event Timeline

- ★ Detailed event timeline included in proposal outlines event milestones and checklists from nine months out to event date
 - Includes:
 - ★ Tasks
 - ★ Responsible Party
 - ★ Due Dates
 - ★ Task Status





Preliminary Event Budget

- ★ Projected Expenses – \$34,650
- ★ Projected Income – \$128,500
 - ★ Sponsorships (\$66,000)
 - ★ Ticketing (\$12,500)
 - ★ Live Auction (\$15,000)
 - ★ On-Line Donations (\$10,000)
 - ★ Kobe Bryant Matching Gift (\$25,000)
- ★ Anticipated Proceeds to ASAS – \$93,850



Thank You!

- ★ Five Star Events is dedicated to hosting a fun and relaxing event for all participants while maintaining the safety and security of all involved
- ★ Thank you for providing Five Star Events with the opportunity to plan and host your event
- ★ Please contact Five Star Events with any questions

