

Event Proposal

Name of the Event: 80s/90s Cartoon Brunch Weekend

Date of the Event: Recurring each month, one weekend, Saturday at 11:00AM PST and Sunday at 11:00AM PST.

Event Organizers/ Hosts: Amber Bogdewiecz & Beth Bogdewiecz

Venue for the Event: The Shoebox Theatre/ Theatre Vertigo

Ticket price: estimated \$15.00 - \$18.00 each, possibility of special upgraded tickets \$20 - \$26 that include a beverage, additional ticket options to be discussed.

Goals and Objectives of Event:

Our intent is to bring a community of peers together who enjoy cartoons, generation-specific events, cereal, and to have fun! We believe that gathering a group of our peers together will help promote other events and productions that we value. Working together with you, we hope to make patrons familiar with both The Shoebox Theatre venue as well as Theatre Vertigo, in order to gain those same patrons and additional patrons for future events and productions.

Event Overview:

The event would take place one weekend per month, on Saturday and Sunday mornings at 11:00AM. We would show 80s/ 90s cartoons and commercials for an hour and 30 minutes, including hosting contests, audience participation for prizes, and raffles for cartoon voting. We would provide complimentary nostalgic breakfast cereal options (Lucky Charms, Captain Crunch, Fruit Loops, Coco Puffs, etc) and milk/ milk alternatives, for patrons to eat while enjoying cartoons. This would be an adults-only event (over 21).

In addition, patrons would have the opportunity to order/ purchase additional food and drinks from either the Theatre Vertigo group or The Shoebox Theatre. We are happy to take on coordination of licensing or sponsors for a donation based arrangement for additional fundraising and publicity.

Some event plans/ partnerships we would like to discuss would be:

- Enlisting of a group (community connection) to parody some of the 80s/ 90s commercials during our "commercial breaks" between cartoons
- Themed months to garner return audiences
- Promotion in local publications, other local venues, and on social media to foster word-of-mouth
- Incorporation of other local businesses (prizes, auction items) to foster future relationships and partnerships

We are happy to confer on dates for the events that are appropriate for the booking schedule of the space. We prefer that these events are consistent month-by-month, as we believe this is helpful in maintaining a loyal following and audience.

Profit split:

We propose a profit split dependent on sales and provisions. We propose Hosts would maintain 100% of ticket sales, and Space would maintain 100% of beverage and snack sales, as well as garnering contacts and community outreach. In the case of upgraded tickets that would include beverages and/or snacks with admission, Hosts would maintain discounted base admission ticket price of \$13 for any combination,

while Space would gain any additional funds on that upgraded ticket. We understand that the space itself is being offered as complementary to the Hosts. Please let us know if you would like to consider alternate options to this proposal.

Marketing Plan:

Initial promotions to be done through social media marketing emails to current contacts. During the event a sign-up sheet will be available to subscribe to a newsletter for future events. A newsletter would be sent out once monthly to subscribers, as well as press releases with local publications to be maintained and distributed by the Hosts.

Staff needed:

At least 1-2 additional staff will be needed at the events, each of the days, in addition to the hosts to serve/ coordinate beverages and snacks.

To be provided by Hosts:

Cereal
Flatware, bowls, napkins
Milk and milk alternatives
Ice
Additional marketing materials (posters, flyers, etc)

To be provided by Event Space:

1-2 staff (volunteer or hourly as Space prefers)
Alcoholic beverages, non-alcoholic beverages, cups, and other snacks
Screen and projection (prefer computer plug-in) with sound hookup
Seating and preferably small tables for patrons to comfortably dine/ drink
One table (folding or otherwise) to place available cereals/ milk

Transportation:

All staff and Hosts would self-report, no travel budget required.

Access:

Access to event space would require a minimum of an hour prior to the event (10:00am both days). Hosts and staff would require a breakdown and cleanup period of 30 minutes post-event.

Full schedule: Saturdays & Sundays (agreed event dates)

Access 10:00am - Wrap 1:00pm

We look forward to discussing further details with you regarding this project!

For further details please contact:

Amber Bogdewiecz

amber.bogdewiecz@gmail.com

646.220.1729