

SYNOPSIS

Butler Rising was a Gala event kicking off the capital campaign for Butler University. Butler blue was the color of choice used for the gala, coordinated through linens, floral and lighting throughout the event space.



Twelve thousand feet of black carpeting was brought in to cover the newly installed gymnasium floor with same amount of draping covering the walls masking basketball hoops and equipment as well as creating back hallways for performers and catering staff to use throughout the evening.

The look was energetic and reflected the universities high standards creating the perfect event and beginning to their major campaign.

CONCEPT

Butler Rising was designed as a gala to kick off their Capital Campaign as well as show off their new Health and Fitness Complex on campus. We built off of the universities colors of blue and white incorporating this into the print materials, linens, lighting and signage. This was the first large gala the university had planned and stressed that the event be flawless from beginning to end. Working with the university we first planned out marketing materials then moved on to the layout of the space and how the guest flow would work that evening. Our client wanted to show off the new facility yet wanted guests to feel like they were at a gala event.



The cocktail area was to be held in the foyer of the building and we were asked to mask elements such as the concession area and weight machines and offices, so guests couldn't see them during the cocktail hour. We could have thrown up pipe and base to cover these areas, but we wanted to keep the look clean so we used frosted paper to cover all of the windows which separated the workout areas and offices from the foyer. The only pipe and drape used covered the concession area which was in the foyer. We back lit the paper in deep blue lighting which gave the look a contemporary appeal. After guests moved downstairs into the main event space all of this paper and drape was removed and all of the furniture and other facilities items were returned so guests could see the facility as it would appear on a daily basis. This accomplished the goal of our client to hide and show off the facility all on the same evening.

The event happened over homecoming weekend for the university and the influx of alumni, families and guests kept the university staff hopping and made it



crucial that our set up and tear down be orchestrated flawlessly. We had a two day set up in the gymnasium/ main event area, but were not able to get into the foyer area where cocktails and registration were to take place until just a few hours before the event. When it came to the tear

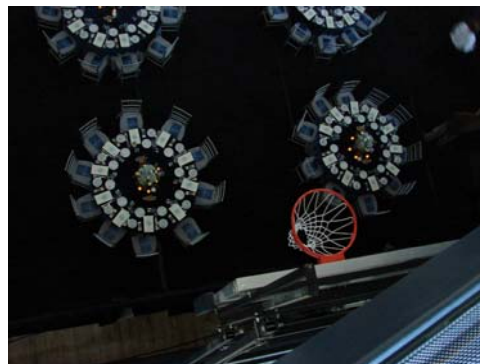


out of the event, the university wanted the entire facility open for tours and use by students and alumni by eight in the morning the next day. The event ended at eleven in the evening and the lighting and rental company worked until dawn to complete

the task directed to us by our client. This in itself doesn't seem that difficult a challenge, but add the fact that the building wasn't entirely completed on the outside leaving no access to the back of the building or loading docks made the process a bit challenging. Twelve hundred feet of trussing, the lighting equipment, twelve thousand square feet of draping and carpeting as well as all of the rentals had to be hand carried up and down the facilities stairs. The only elevator available was a small passenger elevator that wasn't designed for anything of any great size or weight.

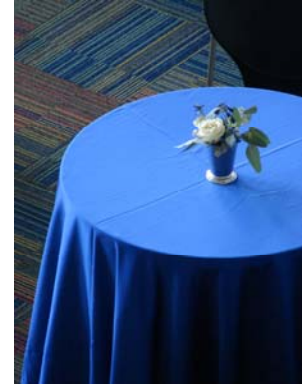


The gymnasium needed to appear as a wonderful ballroom yet allow for five different performances and a choreographed and scripted presentation. Three stages were set within the room as well as risers for the choral performance. Timing was a concern to our client. They wanted assurance that the presentation and dinner portion of the event run smoothly with no delay. Teleprompters aided in the scripted portion of the evening and stage managers and technical staff directed performers on and off their stages at their precise time. A mandatory rehearsal for each group was held the evening before so they could familiarize themselves with the space and their entrances and exits to be used for the evening. This allowed us to time the evening down to the minute and assured that the evening flowed flawlessly. Even the caterer was worked into choreography of the evening. The presentation ended with a huge confetti blast and the dance band kicked in and finished the evening out with guests dancing the night away.



DESIGN

As guests entered the Health and Fitness Complex they were pulled into the style of the evening. Throughout the cocktail area were stand-up and sit-down cocktail tables. Each of these tables dressed with simple navy blue lamour linens tied at the base with a white band. We accented each of these tables with a simple touch of fresh floral in all white. Floor to ceiling glass walls were covered in frosted paper concealing the workout areas as well as the offices. Specialty lighting in deep blue finished out this area adding a warm inviting glow as guests mingled and enjoyed samplings from the caterer. This set the tone of the evening.



The registration desk for the facility was transformed into the main bar and we accented this



with a wonderful statement of fresh floral that coordinated with the cocktail centerpieces.

As guests made their way into to the main ballroom area the lights came alive and guests were amazed at the wonderful transformation of the gymnasium. To protect the floor as well as ground the space we covered the gymnasium floor with twelve thousand square feet of black carpet. We chose the black so the tables, lighting and other décor items became the focus of the space. Around the perimeter of the room we used black velvet fabric to conceal basketball goals and equipment while adding an element

of décor to the room. The black carpet and draping allowed creative lighting and gobo effects to “pop” and add patterned lighting to the walls and floor of the event space. We also added pin spot lighting to each table so the centerpiece would glow and add ambient lighting to the room. The pin spots were turned off for the presentations and dance portion of the evening.

The colors used throughout the room focused on “Butler” blue and also incorporated their campaign colors. Each of the dining tables were first dressed with wonderful silver lamour table linen and then topped with an elegant navy blue velvet overlay with a burnout leaf pattern. This understated look



added the elegant style to the room with out being flashy or over indulgent as directed by our client. We used silver chiavari chairs with coordinating silver chair pads and to complete the look we used simple silver lamour napkins folded neatly on the table. The two

styles of fabric added texture and elegance to the tables while adding warmth to the immense space.

Centerpieces for the tables were designed in an over-stuffed concept and were kept low so guests could easily converse throughout the evening and have no obstructions to the stage. The floral colors were predominately white with touches of beep blue, apple green and toasty brown. We used white hydrangea, brown Hypericum, dark blue delphinium, Queen Anne’s lace, corn flower, and textural greenery to create the look. We finished the look with frosted votive cups with battery operated candles adding a soft glow to the tabletops.

Around the perimeter of the room we designed three stages.

The main stage, for presentations and main performance of the evening and two ancillary stages for the additional performances. We accented these stages with spiral topiary trees placed in contemporary style planters. Four large floral arrangements were designed to bring color, style and texture to the room adding a touch of sophistication. We placed these on stone-finished columns and urns complimenting the event space.



Our goal was to create an elegant event where guests relaxed, enjoyed and celebrated Butler’s past success and looked forward to their future endeavors!

MANAGEMENT

Once chosen to produce this event we scheduled a meeting with our client to gather information, establish goals, and address their main concerns. Once we had our directives we set up meetings with all of the suppliers and vendors. Everyone needed to be on the same page from the beginning due to tight scheduling with the facility and university staff. We put all of our vendors and suppliers together after three meetings and then started with the marketing. The design and look of the event was then created and the various pieces were secured and ordered. The catering was handled through their exclusive caterer and we worked with our client to create the menu, layout of cocktail area and back of the house kitchens to be used. We also created the schedule for the caterer and kept them abreast of pertinent information.

All contracts were sent to us for review then were sent to our client for review and then to lawyers for final review. The lawyers insured that everyone's best interest and any legal questions were answered and dealt with. At this time contracts were negotiated and signed and deposits were paid.

Timelines were produced and distributed so each vendor knew what they were designated to secure and when each goal needed to be met. Pre-Production schedules were created for the entire team and the scripting of the event began. Floor plans were drawn up and presented to the university fire services department and the facilities manager for review and approval. One week out the final Day and Evening of Production schedule and script were finalized and distributed. That week we also planned a special session for the President of the University to practice with and choose the style of prompter he preferred to use the evening of the event.



JOB DESCRIPTIONS

Event Producer:

Served as project manager meeting with clients and vendors, helped in selecting vendors and suppliers, creating updates, creating schedules and was the onsite overall coordinator and producer.

Stage Managers:

One served as the manager for entertainment and speakers. Worked closely with the client, and kept the event producer informed throughout the event. The second manager worked with the caterer and worked closely with the back of the house technical staff. They worked together during the show ensuring all entities were in place.

Production Manager:

Served as the pre-event décor producer. Coordinated products and supplies and insured everything was in place before installation. Served as the day of installation producer, coordinating employees, supervised placement of all décor items and remained throughout the evening as back of the house support. In charge of communication equipment logging in and out those using the equipment and ensured each person had fresh batteries before the event started.

Floral Designers:

Created floral designs that client had chosen. Supervised onsite installation and created and finished onsite floral installations.

Set designers:

Installed all event decor. Insured that all areas were clean and all signage was in its proper places. Directly reported to the Production Manager.

Lighting Director:

Designed lighting layout and worked closely with the lead coordinator on placement of audio and lighting elements. Reported directly to the Production Manager on the day of the event and the stage managers the evening of the event.

Catering Director:

Served as liaison between the chef and the event producer. Worked closely with us, the client and chef on selection of the menu items. Reported directly to the event producer throughout and on the day of the event.

Facilities Manager:

Served as a liaison between the venue and the event producer. In charge of security and worked with the facilities staff on maintenance and parking on site.

BEST CORPORATE EVENT PLANNING

**BUDGET
\$20,001 - \$100,000**
