

# **PUBLIC ART CENTRE**

**ST.  
THOMAS  
-ELGIN**

## HOSTING AN EVENT PLANNING GUIDE FOR 3<sup>RD</sup> PARTY EVENTS

We are DELIGHTED for your interest in supporting the Public Art Centre and its programs!



We are thrilled that you have decided to host a fundraising event and have named the St. Thomas-Elgin Public Art Centre as the recipient of the funds raised! Special people like you help the Public Art Centre provide much needed support for the programs offered to your community. Special programs like FREE art education to all students of St. Thomas and Elgin County, protecting our visual history through the preservation of a permanent collection and providing a unique experience to visitors to St. Thomas and Elgin County while proudly exhibiting our community's asset.

To help you move through the planning process we have prepared this guide as a reference tool. You may not need to refer to the entire package. Pick and choose the sections that pertain to your event. We've got you back and are here to help!

Image: Mrs. Ann Bridge, a member of the gallery's Women's Committee, with Jeff Roberts, left, and his brother, Todd. The Croft, 1971. From the Elgin County Archives.

We are so grateful for your commitment to the St. Thomas-Elgin Public Art Centre and wish you great success with your fundraising event!

St. Thomas-Elgin Public Art Centre  
301 Talbot Street, St. Thomas, ON. N5P 1B5 519 631-4040 [info@stepac.ca](mailto:info@stepac.ca) stepac.ca

# 10 TIPS FOR EVENT SUCCESS

## 1. DEVELOP YOUR CONCEPT

Fundraisers are a time for family, friends and colleagues to get together and give back to the community. Below are a few theme ideas:

A-Thons	Barbeques	Dinners/dances	auctions	Carnivals
Bake sales	Fashion shows	raffles	Holiday Celebrations	Sporting events

## 2. KNOW YOUR AUDIENCE

It's important to know your audience. These people will support you and attend your event, activity or initiative. Chat it up with friends, family and colleagues. Is the theme of your event family oriented, which speaks to mostly everyone, or is it something that might attract a more mature crowd? Knowing your audience guides you when it comes to selling tickets and promotion your event.

## 3. ESTABLISH A FUNDRAISING GOAL

Stay realistic when setting your fundraising goal. If you exceed your target, all the better. Part of setting a goal involves constructing a budget. A budget will give you a starting point and outline expected revenue and expenses. Note - event organizers should work to ensure that expenses do not exceed 50% of expected gross revenue. To make it easier, a sample budget is included in this package.

## 4. SUBMIT YOUR EVENT

Complete the 3<sup>rd</sup> Party Event Proposal Form and Budget. Submit it to the St. Thomas Elgin Public Art Centre.

## 5. FORM AN EVENT COMMITTEE

Engage your friends, family and colleagues right from the start. Enthusiastic, dedicated people who are just as interested in the cause as you will be great people to have on board.

## 6. ORGANIZE YOUR EVENT DETAILS

Organization is one of the most important elements in fundraising. Keeping track of what has been completed and what still needs to be done helps you avoid confusion and allows you to guide your committee and volunteers effectively. Create a "to do" list and work with your committee to come up with a reasonable timeline to complete specific tasks. A sample checklist is included with this package.

## 7. PROMOTE YOUR EVENT

Create flyers, tickets and other promotional materials can all help attract an audience. Use social media. A website, Facebook, twitter and Instagram will also get the work out. Sample poster ideas are included in this package.

**WE ARE EXCITED TO HAVE THE STEPAC LOGO USED ON YOUR PROMOTIONAL MATERIAL. THIS SAID, WE ASK THAT ANY PROMOTIONAL MATERIAL INCORPORATING THE STEPAC NAME OR LOGO IS APPROVED BY US BEFORE IT IS USED OR GOES TO PRINT.**

## 8. HAVE FUN

This is one of the most important parts of a successful event!

## 9. WRAP IT UP

Collect the funds. We ask that you collect and submit all funds raised to the St. Thomas-Elgin Public Art Centre within 30 days of your event. Contact us and we will arrange a cheque presentation for use in our communications as well as the media.

With any good event comes a comprehensive wrap-up meeting. Bring friends, family and volunteers together and get their feedback – what worked and what didn't. Evaluating your event right after it happened allows you to take notes for next time. Congratulate yourself and your committee on a job well done!

## 10. THANK YOU

Be sure to send out thank you notes to everyone involved in your event in a timely manner, including sponsors, donors and participants. Tell them how much money they helped raise and what that means to STEPAC and the community.

## SUBMITTING AN EVENT PROPOSAL

If you would like to plan an event or program to benefit STEPAC, we ask that you submit a completed and signed 3<sup>RD</sup> PARTY EVENT PROPOSAL FORM AND BUDGET included in this guide. Depending on the complexity of the event, we ask that this form be submitted at least two months prior to the date the event is set to take place. STEPAC reviews each proposal to see if it is feasible and if it fits with the Public Art Centre's goals and objectives.

### CRITERIA USED TO EVALUATE A PROPOSED EVENT

Does the event support the Mission and Vision of the St. Thomas Elgin Public Art Centre?

Does the event have a realistic budget, timeline and plan?

What are the estimated proceeds from the event?

Who will chair the event and will there be other committee members?

Does the event honour an individual or mark a special occasion?

Will the event raise funds for areas of priority as determined by STEPAC?

### WHAT STEPAC BRINGS!

- Advice, expertise, mentoring and this event package on event planning.
- The use of STEPAC logo and branding (upon approval)
- A letter of endorsement for your event
- STEPAC representation where applicable
- Promotion of your event, for example:
  - Internal STEPAC communications
  - STEPAC website
  - STEPAC social media platforms
  - STEPAC internal distribution
- Cheque presentation photos
- Donor recognition where applicable following the event in publications, electronic communication, social media, and the media.

### WHAT STEPAC CANNOT DO

- Provide funding or reimbursement of event expenses
- Provide mail and/ or email lists of contacts such as donor lists and STEPAC membership lists
- Guarantee attendance of staff or volunteers at your event
- Provide prizes, auction items or awards
- Apply for gaming licenses e.g. bingo or raffle licenses on your behalf
- Provide insurance

PLEASE ALLOW ONE WEEK FOR THE APPROVAL PROCESS.

# GUIDELINES

THE ST. THOMAS-ELGIN PUBLIC ART CENTRE WOULD LIKE TO ENSURE YOU HAVE A WONDERFUL EVENT!  
We ask you to follow some guidelines so we can help you be as successful as possible.

- All 3<sup>rd</sup> party events require completion and approval of STEPAC 3<sup>RD</sup> PARTY EVENT PROPOSAL FROM AND BUDEGET to the best of your ability
- We ask that you immediately advise STEPAC of any substantial changes in your fundraising event (anticipated revenue, location, date expected number of guests, etc.)
- Fundraising events and programs must comply with all relevant municipal, provincial and federal laws and be consistent with the mission and vision of the St. Thomas-Elgin Public Art Centre
- All publicity (including media releases, print / promotional material) for the proposed event must be approved by STEPAC prior to being printed or released
- STEPAC name and logo may not be used by a third party event on an ongoing basis unless permission in writing has been granted to the third party by STEPAC
- The event coordinator will obtain all necessary permits, licenses and insurance for the event and provide proof of said permits, licenses and insurance as requested
- All funds and tax receipt information, in compliance with CRA regulations, must be obtained by STEPAC within 30 days after the event
- STEPAC shall have the right at any time and for any reason to request that the event organizer / third party event cease to use the name of STEPAC in connection with the event and the event organizer / third party shall use its best efforts to comply with such request
- STEPAC will not assume any legal or financial liability at a third-party event
- STEAPC is not responsible for any damage, accidents to persons or property at third party events
- Any alterations to any guidelines provided in this agreement, must be made in writing and agreed to by STEPAC

## USING SOCIAL MEDIA

### SOCIAL MEDIA TIPS

By now you've determined your audience and who you hope will attend your event, buy tickets or otherwise participate in your activity. Find out which social media channel they use the most. Create a Facebook event page, and / or Twitter and Instagram account, all of which are FREE! Focus your attention on the best way to get your message out.

### USE HASTAGS

Hashtags are similar to an index. Giving your event a unique hashtag will grab people's attention, such as #stthomasproudofArt #arteducationmatters #supportlocalart

### USE IMAGES / VIDEO / STORIES

Most people are visual and connect with visual content. Add catchy images and perhaps the odd video and add to your story on social media pages. Statistics show that clicks can increase substantially when images and videos are used. Although you can include some stock images with permission of the owner, it's always best to use you own photos and videos as much as possible.

## REACH OUT OFTEN

The goal is to create a conversation surrounding your event so other people are doing the talking, not just you. When reaching out to potential supporters, social media offers a great platform to engage in a conversation. A good rule of thumb will respect to how often to connect is:

TWITTER: re-tweet, like and mention your supporters on a day-to-day basis

FACEBOOK: like comment and share your follower's posts at least twice a week

INSTAGRAM: tag friends and partners and leave comments daily

## PARTNER WITH INFLUENTIAL BUSINESSES

If your event has a particular theme, such as a walk or run, reaching out to businesses in the area to promote and support the event through their online presence is huge. They are already established and might be willing to spread the work through their social media channels.

## GOOD TO KNOW

Facebook post lifespan: 14 hours

Instagram post lifespan: 21 hours

Twitter post lifespan: 4 hours

# EMAIL MARKETING

1. Email marketing is still one of the most effective and efficient ways in which to convey your message and reach your target audience.

Think about what draws your attention when you read an email. In short, it's the subject line that catches your attention. Thirty-three percent of recipients open an email based on what they read in the subject line. Even if the recipient doesn't open the email, you can still grab their attention and provide valuable information within the subject line. Keep it short and catch, no more than 10 words. Use something that will attract attention to what you are "selling", which in this case is your event.

2. First and foremost, use images to attract initial attention. You have as little as eight seconds to get someone's attention and an image is visually stimulation. Then place a headline under the image with brief copy to follow. End with a call-to-action button, which may be a click that takes the reader to a page to purchase a ticket to your event, make a donation, or participate in your initiative.
3. Personalize the content, for example,

(Insert the name of the recipient), thank you for your past support. I am writing to invite you, your family and friends to join us once again for (Insert the name of the event);

Or if they have never attended before:

(Insert the name of the recipient), we know you haven't been to our event before, however we thought we would extend an invitation to you, your friends and family to join us for (insert the name of the event) because we know what (insert the charity you are raising money for) means to you.

**THERE ARE GREAT EMAIL MARKETING PLATFORMS YOU CAN ACCESS THAT ARE COST EFFECTIVE AND USER FRIENDLY, SUCH AS MAILCHIMP.**

## SO, LET'S GET STARTED

1. Establish an email schedule with what you would like to accomplish in each email.
2. Build your email list of friends, family and contacts. Be sure to comply with email privacy regulations as you move forward. Provide a button on your website or social media where people can join your email list.
3. Decide on the look and feel you want to portray. The great part of using a program such as Mailchimp. It is user friendly and FREE! Keep the design consistent each time you reach out so people know exactly who it's coming from.
4. Create the content, upload your email list and send. Be careful how many times you reach out. Too many emails can turn people off and they will unsubscribe. A good rule of thumb is once a week to begin with and an increase to twice a week as you get closer to the event.

NOTE: In accordance with CASL, regulation, an unsubscribe button is mandatory.



## 3<sup>RD</sup> PARTY EVENT PROPOSAL FORM

PLEASE COMPLETE, SIGN AND RETURN THE ORIGINAL 3<sup>RD</sup> PARTY EVENT PROPOSAL FORM TO THE ADDRESS BELOW. Please keep a copy for your files. We will acknowledge your application within approximately 24 hours of receiving and approximately one week for approval.

St. Thomas-Elgin Public Art Centre  
301 Talbot Street, St. Thomas, ON. N5P 1B5 519 631-4040. [info@stepac.ca](mailto:info@stepac.ca) [www.stepac.ca](http://www.stepac.ca)

### CONTACT INFORMATION

Name of Person or Organization Planning Event: \_\_\_\_\_

Main Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home Telephone: \_\_\_\_\_ Alternate Telephone: \_\_\_\_\_

Additional Contacts (please list): \_\_\_\_\_

Main Contact Email: \_\_\_\_\_

Name of Proposed Event: \_\_\_\_\_

Event Date(s): \_\_\_\_\_ Event Time: \_\_\_\_\_

Event Location: \_\_\_\_\_

Address of Location: \_\_\_\_\_

Description of Event (Attach list if needed): \_\_\_\_\_

Will this be a multi-year event to benefit STEPAC. Yes: \_\_\_\_\_ No: \_\_\_\_\_ Unknown: \_\_\_\_\_

What is your demographic? \_\_\_\_\_

How will funds be raised e.g. ticket sales, raffles, sponsors etc.,? \_\_\_\_\_

Are there other charities involved (attach list if needed) \_\_\_\_\_

Cost per person? \_\_\_\_\_ Are you seeking sponsorship? Yes: \_\_\_\_\_ No: \_\_\_\_\_

If yes, whom are you seeking sponsorship from? (attach list if needed) \_\_\_\_\_

Estimated revenue from event: \_\_\_\_\_ Estimated expenses: \_\_\_\_\_

Estimated donation to the St. Thomas-Elgin Public Art Centre: \_\_\_\_\_

**PROPOSED BUDGET** (List all expenses even if you expect them to be donated)

Location / venue	\$	Total expenses	\$
Food / Beverage	\$	Total Expected Income	\$
Printing	\$	(-) Total expenses	\$
Advertising	\$	Revenue to STEPAC	\$
Prizes	\$	All expenses will be paid from the proceeds or directly by the event organizer.	Receipts must be provided
Other (specify)	\$		

**LOGISTICS**

Please circle the appropriate answers on how you intent to promote the event:

**Brochures / flyers / posters    Newsletters    Social media    print ads    Radio / TV ads    personal network    Email**

Other, please specify: \_\_\_\_\_

Will alcohol be served? If yes, how? \_\_\_\_\_

Who will obtain the liquor license? \_\_\_\_\_

Has liability insurance been arranged? If so, please provide details: \_\_\_\_\_

Have your permission to promote your event on our website? Yes: \_\_\_\_\_ No: \_\_\_\_\_

Could we have a cheque presentation photo after the event to share with the media/ Yes: \_\_\_\_\_ No: \_\_\_\_\_

**3<sup>rd</sup> Party Letter of Agreement**

1. I acknowledge that the St. Thomas-Elgin Public Art Centre, its auditors, or other authorities may request verification of event revenue. I agree to provide all requested and / or required financial records and keep said records for two years from the event date.
2. The St. Thomas-Elgin Public Art Centre shall incur no legal or financial liability whatsoever associated with this event.
3. I agree to provide staffing and / or volunteers for this event.
4. The proceeds from this event will be directed to the highest priority at STEPAC, unless otherwise stated.
5. Net proceeds from this 3<sup>rd</sup> Party Event together with all the related financial reports will be remitted to STEAC within 30 days of the 3<sup>rd</sup> Party Event date.
6. If STEPAC has concerns about the way the event is being implemented and such concerns are not immediately addressed, STEPAC has the right to cancel this agreement by giving the third party 24 hours' notice. STEPAC is not responsible for damages that may result from cancellation.

By my/our signature/s below, I/we acknowledge that I/we:

- Have received a copy of the STEPAC "Hosting an Event" Planning Guide.
- Understand and agree to follow these procedures, related STEPAC policies and applicable legislation.


Further, I/we agree to:

- Indemnify and hold harmless St. Thomas-Elgin Public Art Centre and all its officers, directors and employees from all claims and liabilities in any way related to this event;
- Comply with all relevant, municipal, provincial and federal laws.
- Enact liability insurance coverage and waivers with STEAPC as required.

Event Name: \_\_\_\_\_

Printed Name and Signature: \_\_\_\_\_ Witness: \_\_\_\_\_

Date: \_\_\_\_\_ (send signed original form to the St. Thomas-Elgin Public Art Centre)

**PUBLIC**  
**ART**   
**CENTRE**  
**TEMPLATES**



# SAMPLE BUDGET

REVENUE		COST PER UNIT (\$)	SOLD (#)	ESTIMATED	ACTUAL
TICKETS / REGISTRATION	FULL PRICE	\$50.00	200	\$10 000.00	
	EARLY BIRD	\$40.00	100	\$4 000.00	
SPONSORSHIP	PLATINUM	\$5000.00	1	\$5000.00	
	GOLD	\$2500.00	2	\$5000.00	
	SILVER	\$1000.00	4	\$4000.00	
	BRONZE	\$500.00	4	2000.00	
DONATIONS					
AUCTIONS	LIVE			\$2500.00	
	SILENT			\$1500.00	
DOOR PRIZES/ACTIVITIES				\$250.00	
<b>TOTAL REVENUE</b>				<b>\$34 250.00</b>	
<b>EXPENSES</b>					
VENUE / ROOM RENTAL	ABC VENUE	\$1500.00		\$1500.00	
CATERING	DINNER/LUNCH	\$10.00	300	\$3000.00	
	APPETIZERS	\$500.00		\$500.00	
	BEVERAGES	\$3.00	300	\$900.00	
SUPPLIES	NAPKINS / CUPS	\$75.00		\$75.00	
	DECORATIONS	\$50.00		\$50.00	
	DOOR PRIZE TICKETS	\$10.00		\$10.00	
PRINTING / SIGNATURE/MARKETING	TICKETS/INVITATIONS	\$.50	325	\$162.50	
	EVENT PROGRAMS	\$1.50	300	\$450.00	
	POST CARDS	\$.50	100	\$50.00	
	POSTERS	\$.25	50	\$12.50	
	SPONSOR SIGNS	\$100.00	2	\$200.00	
VOLUTEERS	T-SHIRTS	\$3.50	25	\$87.50	
	MEALS	\$10.00	25	\$250.00	
EVENT STEWARDSHIP	SPEAKER THANK YOU	\$25.00		\$25.00	
	THANK YOU CARDS				
<b>TOTAL EXPENSE</b>				<b>\$7272.50</b>	
<b>TOTAL REVENUE</b>				<b>\$34250.00</b>	
<b>TOTAL EXPENSE</b>				<b>\$7272.50</b>	

## SAMPLE CHECK LIST

- Identify the theme or event concept
- Recruit your committee and set up brainstorming meeting
- Select the date and time for your event
- Decide on where the event is to take place and book it
- Create the event budget
- Submit the 3<sup>RD</sup> PARTY EVENT PROPOSAL FORM AND BUDGET to STEPAC for approval
- Book entertainment / audio / visual equipment
- Recruit volunteers
- Develop a work plan and delegate tasks to your committee and volunteers
- Interview caterers / secure menu
- Research and make a list of potential sponsors and solicit
- Create marketing materials (save the date, invitations, posters)
- Secure speakers for the event
- Secure décor
- Solicit and secure auction items
- Continue promoting the event with marketing materials and through social media
- Engage local media through press releases, advisories, public service announcements
- Create “Run of Day” sheet for your event to keep you on track
- Enjoy the Event!
- Celebrate the success of your event
- Send thank you cards including information pertaining to event success to all sponsors, donors, participants, committee members and volunteers
- Hold a post event committee meeting within two weeks of the event to determine the success of the event, what worked, what didn't work and changes for the following year
- Pay all remaining even expenses
- Provide STEPAC with net revenues within 30 days from the event
- Provide STEPAC with all donor information for tax receipting with 30 days from the event
- Start planning for next year

**SAMPLE SPONSOR PROSPECT LIST**

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Platinum level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Gold level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Silver level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Bronze level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Platinum level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Bronze level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Silver level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Platinum level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

Name of Company	Contact Name	Telephone	email	response	Logo rec'd
Platinum level					
ABC company	John smith	(123)456-7890	john@abccompany.ca	confirmed	yes

## SAMPLE DONATION REQUEST LETTER



To Whom It May Concern:

I am writing you on the behalf of the St. Thomas-Elgin Public Art Centre, a charitable, non-profit organization with the mission to encourage and support the appreciation of the visual art through educational programs, exhibitions and the preservation of a permanent collection.

On **Saturday May 25, 2019**, the Art Centre will be hosting its Annual Redtail Cocktail Party and Silent Auction at the exclusive Redtail Golf Course. As our major signature event, the funds raised during this afternoon provide a source of revenue that goes directly to sustaining education programs and the exhibitions.

**Your contribution supports:**

- Up to 16 exhibitions each year that are appreciated by more than 15 000 people annually.
- Free education and outreach programs that foster creativity to more than 3200 children, youths and adults in our community every year and
- **FREE admission to the Art Centre. For everyone!**

**This year marks our 50<sup>th</sup> Anniversary!** 50 years of success provides a strong foundation on which to build, one that will allow us to achieve our purpose of becoming a valuable cultural locale where art, ideas and knowledge are shared, and a new generation of artist, patrons and art lovers, make a lasting impact on our community.

It is the support of our community and businesses, such as yours, that have contributed greatly to the success of the Public Art Centre and its' programs. You can help us achieve our objectives by providing a door prize for this highly attended evening.

Thank you for taking the time to consider this request and learn more about the St. Thomas-Elgin Public Art Centre's programs. We hope you consider becoming a part of this wonderful evening. If you have any questions or need further information, please feel free to contact me via email at [lwoermke@stepac.ca](mailto:lwoermke@stepac.ca) or 519 631-4040.

Sincerely,

 **SAMPLE**

Laura Woermke  
Executive Director

# SAMPLE BID SHEET



ITEM # \_\_\_\_\_  
 PROCEEDS SUPPORT THE PRESERVATION OF ARTS EDUCATION IN ST. THOMAS / ELGIN COUNTY

**ITEM NAME**

VALUE:

MINIMUM BID: \$60.00

**DONATED BY: ABC COMPANY**

BUYER'S NAME	TELEPHONE NUMBER	BID AMOUNT


**PLEASE NOTE THE FOLLOWING: BIDS INCREASE IN \$5 INCREMENTS**