HPHE 2100 Event Descriptions and Program Event Plan

Name of Event: Gala en Point   Event Category: Gala/fundraiser event

WHO: Northwest Michigan Ballet Theatre

WHAT: A Gala and fundraising event to support youth dancers and future productions

WHEN: Oct 23, 2026

WHERE: Downtown Traverse City at Kirkbride Hall

WHY: The central purpose of *Gala en Pointe* is to celebrate and sustain the artistic excellence of youth ballet while ensuring that our community continues to have access to professional-quality dance productions.

Major Event Program Elements:
   ● Entertainment - Dance performances from future ballets.
   ● Food - Local Restaurant catering
   ● Component that defines the event - Dinner and drinks, dance excerpts, silent auction.
   ● Component that will generate financial investment - The ticket price and silent auction donations
   ● Component that will generate excitement and conversation on social media - Silent Auction featuring a variety of prizes, dance performances, and catered meal
   ● Volunteer component - Dancers from the studio who are not performing, and parents of dancers

Logistics Planning Strategies
   · Determine the amenities of the site – what will support the programs elements
   · Determine the items that need to be rented to support the event
   · Determine parking and arrival needs - There is free parking available all around the hall and handicapped parking near the entrance. Since other restaurants and shops share the parking, NMBT will bring signage pointing attendees to Kirkbride Hall entrance. Once inside the building, there is permanent signage directing to Kirkbride Hall using stairs or an elevator.
   · Determine capacity for programming - 120

Collaborators
Determine the organizations that are going to be partners with you in this event. There should be 3-5 partners.

Stellas (Local restaurant)
Kirkbride hall
Shorts Brewery (Beer)
Blackstar (Wine)

Financial Strategies and Revenue Generation:
1. Sponsorship
2. Gate or registration fees
3. Auction
4. Raffle

Major Program Goals

Goal #1 - To create an entertaining and worthwhile event that will encourage patrons to continue to donate and attend the following year's gala.

· Objective 1: Choose entertaining excerpts for the dancers to perform that will keep the audience engaged.

o Tactic 1: Look into past performances and see what audiences have enjoyed and what has been successful.

o Tactic 2: Have the input of the dancers on what pieces should be selected. If they are having fun, the audience will feed off of their energy.

o Tactic 3: Try new things and showcase new skills that the dancers have learned to show their progress and journey in dance, this will help the patrons feel like their investments have been worth it.

· Objective 2: Serve high quality food and drinks that will make the patrons feel like their time and money were worthwhile.

o Tactic 1: Work closely with the vendors in selecting the menu and ensuring there is something for everyone.

o Tactic 2: Serve popular items that the restaurant might be known for to help promote the restaurant, as well as enticing people to attend the gala if they know those items will be there.

o Tactic 3: Focus on the presentation of the food and drink to make the event more formal and show attention to detail so the patrons feel taken care of.

o Tactic 4: Allow the patrons to visit the buffet and bar as much as they would like to ensure they are satisfied and feel like they are getting their money's worth.

· Objective 3: Put together thoughtful and valuable prizes together for the silent auction.

o Tactic 1: Collaborate with local businesses to put together baskets that promote their businesses and excite patrons.

o Tactic 2: Create baskets that relate back to dance and can be used for future dance classes and performances.

o Tactic 3: Encourage dancers and their families to put together baskets to make it a community effort, as well as getting their direct input to have an idea of what the audience might like to see at the silent auction.

Goal #2 - To reach our fundraising goal and help fund the ballet programs to support young dancers.

· Objective 1: Increase donor engagement and community awareness about the impact of supporting NMBT's program.

o Tactic 1: Launch a social media campaign highlighting student success stories and program achievements.

o Tactic 2: Create short testimonial videos featuring young dancers, parents, and instructors.

o Tactic 3: Send out monthly email newsletters with updates on program milestones and upcoming events.

· Objective 2: Boost fundraising event participation and sponsorships.

o Tactic 1: Offer sponsorship packages with clear recognition and benefits, for example: A table at the gala, or logo placement

o Tactic 2: Partner with local businesses to provide raffle prizes or silent auction items.

o Tactic 3: Implement an early-bird ticket discount and group sales incentive to increase attendance.

· Objective 3: Expand long-term donor relationships and recurring giving opportunities.

o Tactic 1: Develop a membership program with exclusive perks for recurring donors.

o Tactic 2: Send personalized thank-you notes and post-event impact reports to donors.

o Tactic 3: Host an annual donor appreciation reception with performances by young dancers.

Goals are based on planning elements and they should address the program elements. An example would be:

1. To create an entertainment program that will recruit entertainers that will draw an audience, delight attendees, and create memories.

2. To design a logistical support program that includes identification of rental items, contractors, and timelines.

3. To create a vendor recruitment program that will provide food and shopping support, while also addressing programming voids and financial support.

Vendor goal example:

Vendors
- Recruit and confirm
    - Application
    - Good genre
    - Confirmation
- Create map and guidelines
    - Design location
    - Create expectations
    - Permits and certification
- Market and event day
    - Requirements: picture, bio, menu
    - Media kit
    - Event day customer experience

"Create a vendor management program that supports recruitment, event expectations and compliance, and a tiered customer experience program."