

AGF Special Events Committee Meeting Minutes

July 14, 2010 3:00 – 4:00 pm

In Attendance: Gene D'Adamo, Lydia Lee, Rhonda Bannard, Marissa Theisen, and Tom Torretta.

Update on Event Sponsors/Partners

The first order of business was the status of sponsors and partners. Marissa reported that Helios Education Foundation had agreed to become a Silver sponsor, meaning that a total of \$30,000 has been committed thus far. She reported that a few more potential sponsors were still possible, including a few being approached by New Global Citizens. Committee members agreed to contact Wells Fargo, US Bank and National Bank of Arizona about sponsorships or at least purchasing a table.

Marissa mentioned that they had not yet secured a number of Partners that had participated last year, but that Tom intended to follow up with these by mid- August when schools are back in operation. Committee members suggested other potential Partners including Board of Visitors, Scottsdale Honor Cotillion, Desert Foundation Links, Valley Leadership, Junior League of Phoenix, etc. Gene agreed to send Tom contact information for these groups.

Marissa mentioned that, at Rhonda's suggestion, she approached the Biltmore about reducing their prices in exchange for being listed as an event sponsor. They agreed and this will result in a cost savings of nearly \$1,000. Lydia mentioned that she knew someone at Swank, which provides audio/visual equipment for Biltmore events. She offered to talk with him about possibly reducing his fees. Marissa reported that Northern Trust had agreed to print the invitations again this year which equated to a cost savings of around \$2,000. She planned to ask Sandi Perez at Delta Dental if they'd print the event programs this year.

Marketing Materials

Committee members reviewed the Save the Date email and draft invitations. Committee members liked the look and only suggested a few edits, including eliminating the quotes around term Art of Giving and eliminating the words JP Morgan before Chase on the Save the Date email. Gene reported that AZ Society was no longer in operation, so The Arizona Republic should be listed as the sponsor. Lydia suggested that the Reply Card should include mention that \$50 of the ticket price was tax deductible.

Tom will generate draft ads later this summer. Gene said he would send Tom the latest AZ Republic ad specs.

Event Details

-**Timeline** – Marissa invited committee members to review the event timeline and pointed out that she thought the next committee meeting would be on Oct. 15. Lydia suggested it might be better to schedule it for Oct. 1 to ensure that there would be sufficient time to address any issues relating to the event.

- **Menu** – Marissa will circulate menu choices to committee members to get feedback.

- **Invitations** – Tom will be compiling the mailing list in the next few weeks, combining ACF's current list with last year's event mailing list.

Marissa adjourned the meeting at 4:15 pm.