January 26, 2024

MEMO: NBLT 2024 Annual Dinner and Auction Committee meeting at Mericle

In attendance: Ellen Ferretti, Karley Stasko, Stephen Maakestad, Tiffany Maakestad, Stacia Arnaud, Marlene Verdine, Catherine Flood, Kelly Bray, Susan Magnotta, Tony Brooks

Event Date: May 1, 2024

**Sponsorship & Ads**

* Sponsorship & Ads Goal = $90,000
	+ $88,900 in 2023
	+ $19,500 received to date via Annual Business Sponsorship
* Potential Business Sponsors:
	+ Committee to review list of potential and 2023 sponsors for missing or incorrect information
		- Phone and email provided where available for outreach
	+ Letters mailed from NBLT offices on 2/1/24
		- Companies who have sponsored via Annual Business Sponsorship will NOT receive additional requests
* Promotional coordination through Times Leader and NBLT Staff

**Ticketing & Menu**

* Ticket price $130
	+ Goal cost food + drink = $80
	+ Purchase a table of 8 for $1000 (save $5/ticket)
	+ Tickets purchased together will be seated together (up to 8)
		- We will do our best to accommodate, but cannot guarantee
* Menu coordination by Chairs & Westmoreland club
	+ Consider a signature cocktail

**At the event**

* Rentals
	+ AV & Linen rental directly from club
	+ Tiffany M bringing together student volunteers to assist with AV
* Focus on the conservation message in décor and programming
	+ Live plants and repurposed/found/vintage décor that fits theme – Plant Parlor Marlene V guidance
	+ Board members greet at front entrance
	+ Map of conserved areas incorporated into display
* Speakers
	+ Speakers, videos, etc, should occur during meals to keep things moving
	+ Segment for American Water
	+ Segment for Faber Intern – created by intern during time at NBLT
* Auction/Wine/Activity:
	+ Consider 3-5 live auction items exclusive to the event (not biddable online)
	+ Earlier end time for virtual auction—aprox 7:30-7:45
	+ Fewer wines in wine pull; instead pair with auction items/baskets
	+ Establish NBLT Venmo for other payment options
	+ Permanent jewelry or similar experiential purchase at event – Kelly B

**NBLT to prepare for Committee:**

* Sponsorship list:
	+ 2023 Sponsors and amounts
	+ 2024 list of potentials
* Expenses:
	+ 2023 Expenses by cost and type
* Auction:
	+ List and value of 2023 Auction items