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