



# SHS Playhouse Gala 2020-21

## Kickoff Meeting Agenda

October 19, 2020

- **Save the Date: February 19, 2021**
- **Focus: I AM Stratford Playhouse. (Emphasizing the value of being a part of the Playhouse, past, present and future.)**
- **Logo Reveal**
- **New This Year: Auction Software- GiveSmart for Virtual Gala**
- **Class Baskets Revamped**
- **Yard Brunch: “Egging” Yards**
- **Volunteer Positions!**
- **Donations/Solicitations**
- **Underwriters/Sponsors**
- **Door Prize!!**



2020 A  
ROTTEN  
YEAR?



Stratford - Upon - Aven

THE BIRTHPLACE OF THE PLAYHOUSE



# GiveSmart Mobile Bidding Auction Software

- ▶ Attendees will purchase Gala tickets through this system
- ▶ Silent auction hosted online
- ▶ Videos or Livestream of performances will be viewed here by attendees
- ▶ Live Auction will via Livestream
- ▶ Silent auction will be displayed on the screen while the Livestream is happening so that everyone stays engaged with the auction- ability to raise more money by keeping bidders engaged
- ▶ Typically auctions that use mobile bidding auction software raise a minimum of 30 percent more



## Class Baskets Revamped

- ▶ Freshman class: Gift Card Tree- Goods and Services
  - ▶ Amazon, Target, Apple, Best Buy, Spa, Nails, Wine store, etc.
- ▶ Sophomore class: Gift Card Tree- Restaurants
  - ▶ Sit-down restaurants; primarily not fast-food
- ▶ Notes for Freshman and Sophomore Collections
  - ▶ \$25 gift cards or collect money and coordinator can buy gift cards
  - ▶ Will need a few that are valued higher than \$25
  - ▶ Can also get these donated if that is your skill!
  - ▶ Keep a sign-up list so we have a wide variety
- ▶ Junior class:
- ▶ Senior class: Leave a Legacy
  - ▶ Monetary donations that will be recognized as a class in some way in the new theatre
  - ▶ Goal is that this tradition will continue for years to come

## Yard Brunch- “You’ve Been Egged!”- NEW!

- ▶ A fun way to generate excitement for the Playhouse and Gala
- ▶ For a \$25 minimum donation to the Playhouse, signage will be installed in your yard (such as SHS letters, “I AM Stratford Playhouse” and egg signs) for a few days before being moved to the next yard
- ▶ You can purchase for your yard or a friend’s yard
- ▶ If your house is “egged” by a friend, pay it forward and “egg” another friend’s yard
- ▶ Students will be encouraged to take pictures with the signs and post on Instagram!

- ▶ Example “Yard Brunch Egging” from another school’s event





# Volunteer Positions

<b>Solicitation Chair/Team</b>	Michelle Rigo	Ask businesses and people (current and alumni SHS families) to support the Playhouse by donating goods and services.
- Live Auction & Big Board		Ask businesses and people (current and alumni SHS families) to support the Playhouse by donating goods and services for the Live Auction & Big Board.
- Silent Auction Team		Ask businesses and people (current and alumni SHS families) to support the Playhouse by donating goods and services for the Silent Auction.
<b>Underwriter &amp; Sponsorship Chair</b>	& Christine Scott	Ask businesses and people (current and alumni SHS families) to support the Playhouse through monetary donations and/or by underwriting specific costs associate with the Gala.
<b>Virtual Celebrity Experience Chair</b>		New this year! We are working to secure celebrity Zoom experiences for our students that will be included in the auction. (There is a sizable list of possible celebrities that are being contacted.)
<b>Virtual Watch Parties (VWP) Chair/Team</b>		Are you a hands-on, detailed person who can dream up the most fun virtual watch parties in party host homes?! You and your team will coordinate many moving parts.
<b>Parties/Experiences Chair/Team</b>		Create parties and experiences for kids, families, and parents. Recruit party and experience hosts (Playhouse families) and coordinate details to ensure unique and creative party options. Spots will be available for purchase in the silent auction. The Directors have provided fun ideas on how they would like to participate.
<b>Yard Brunch Chair</b>		Coordinate purchase of Yard Brunch experiences and also the volunteers who will facilitate them. Promote the Playhouse in your yard for a few days with a "Yard Brunch" custom "I AM Stratford Playhouse" sign, among other signage.
<b>Auction Software Chair</b>	Betsy Humphrey	Work with Gala software (GiveSmart) to facilitate all aspects of the event, including inputting auction item data, attendee data, payment information, ticket sales and seat assignments, create "pre-sales," load donor ads, etc. If needed, support bidders at the event.
- GiveSmart Ad Coordinator		<b>After</b> an item has been donated this person will work to acquire the logo/web address of the donor to format (specifications will be provided to you) the donor's logo in an "Ad" for placement in GiveSmart (and Facebook/email) and for the printed Gala program.
- Gala Program Coordinator		Create (design/format) and coordinate printing for the printed Gala Program - the program will NOT include a listing of all auction items. It will be a simple program including the performance line up, donor, sponsor and underwriter recognition.
<b>Technology Chair</b>		This general oversight position would not require a great deal of time but is needed to ensure that all technology needs are in place to run a successful event - live and virtual.
- Live Stream Coordinator		Liaison between Auction software team, Videographer and Venue. Will test and troubleshoot prior to going live to ensure delivery of live event through the software.
<b>Decorations Chair/Team</b>	Allegra Delgadillo	Decorate Gala venue, pulling together theme elements, and also (NEW!) assist with the design of the VWP delivery package to ensure that the Watch Party attendees also experience the benefits and fun of the party theme.
- SWAG Coordinator		Procure needed SWAG items for Gala and Virtual Watch Parties. <i>*Leigh-Leigh Melcher will support the Playhouse with near-cost items.</i>
<b>Grade Level Coordinator(s)</b>		One person, per grade to coordinate the grade-level auction contribution. 9 - 10 - 11 - <i>Katie Fields and Elizabeth Garcia</i> 12 -
<b>Day of Event Team</b>		
Check-In Team Chair	Susie Smith	Check in guests, provide welcome bag and bidding instructions, etc.
Check-Out Team Chair		Check out guests, distribute auction winnings (if needed), etc.
Gala Performance Liaison		Work with the producer and the student performers at the Gala.
Gala Clean-Up Crew Chair		After the Gala, assist with breakdown and clean up.

▶ There will be additional volunteers needed under each of these “Chair” categories! A sign-up genius will go out shortly, but if you already have something you know you’d like to help with, please email Christine at [shsplayhousegala@gmail.com](mailto:shsplayhousegala@gmail.com). Thank you!



# Donations/Solicitations

## 2020-21 Stratford Playhouse Gala & Auction



Event Date: Friday, February 19, 2021

Donation Deadline: January 22, 2021

Please print or type:

Donor Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Billing Address \_\_\_\_\_

City, ST, Zip \_\_\_\_\_

Website \_\_\_\_\_

Email Address \_\_\_\_\_

Phone # \_\_\_\_\_

SHS Volunteer? \_\_\_\_\_

**Auction Item Donation** Estimated Value \$ \_\_\_\_\_

Item Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Certificate Provided? Yes No Expiration Date? Yes No If Yes, Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Create Gift Certificate for me? Yes No /we wish to remain anonymous? Yes No

### "I am Stratford playhouse" Sponsors

I am Stratford Playhouse Sponsorship tiers will have recognition in the Gala Program and in all electronic media.

White \$20-\$199 Silver \$500-\$999 Black Box \$2000+

Green \$200-\$499 Gold \$1,000-\$1999

### Donation \*Make checks payable to Stratford Playhouse Booster Club

I (we) pledge total of \$ \_\_\_\_\_ in the form of \_\_\_\_\_ Cash \_\_\_\_\_ Check \_\_\_\_\_

Credit Card type (circle) MC Discover Visa Amex Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Name on CC \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Federal Tax ID # 6-0838785

Mail drop-off donations for the Stratford Playhouse Gala at 35 Magdalene Drive, Houston TX 7024

For questions or to arrange pickup please email shsplayhousegala@gmail.com

- Need donations and volunteers to solicit donations for:
  - Live Auction
  - Big Board
  - Raffle Items
  - Silent Auction
    - Event tickets: sports, shows, symphony, etc.
    - Experiences (incl. virtual)
    - Jewelry
    - Cool electronics
    - Apple products
    - Wine
    - Restaurants
- If we all ask contacts we already have, then we can come up with some great items!



# Underwriters/Sponsors

## Underwriting Opportunities

- ▶ Drinks
- ▶ Dessert
- ▶ Auctioneer
- ▶ Decorations
- ▶ Virtual Celebrity Experiences
- ▶ Swag
- ▶ Virtual Watch Parties
- ▶ Yard Brunch
- ▶ And more!

## Sponsorship Opportunities-NEW!

- ▶ Intended for Playhouse families and friends
- ▶ Many sponsorship levels
- ▶ Recognition in all places where sponsors/donors are recognized
- ▶ Levels included in donation form (see previous slide for details)