

**Jordan Shepherd
Newcastle FCCLA
Newcastle High School
Newcastle, Oklahoma
Event Management
“Winter Snowball”**

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IDENTIFY CONCERNS



The underclassmen expressed a need for a dance aside from prom so that they had an opportunity to get dressed up and engage in a school sanctioned social event. Mrs. Duncan was willing to sponsor the dance if a student would take the lead in the planning and execution of the dance.

SET A GOAL



I will plan, research, and propose a themed semi-formal school dance including entertainment and refreshments for at least 150 students to be held on December 14, 2019 while staying within the \$1000 budget.

FORM A PLAN (WHO, WHAT, WHEN, WHERE, HOW, COST, RESOURCES, AND EVALUATION)



Who: Myself, Mrs. Duncan

What: Winter Snow Ball

Where: Newcastle High School Gym

When: December 14, 2019

Why: To plan and execute a winter semi-formal for the students of Newcastle High School.

Cost: \$1000

ACT



Using the skills I learned in FCS class I will plan, research, and propose a themed semi-formal school dance with a budget of \$1000.

FOLLOW UP



The follow-up of this event has been twofold. Personally I have learned how to take charge, be calm under pressure, and to think outside the box with creativity. The Snow Ball ultimately gave students an opportunity aside from prom to get dressed up and go to a dance. I hope that the Snow Ball will be a continued tradition at Newcastle High School.

EVIDENCE OF PROJECT SUMMARY SUBMISSION

Thank you for completing the project summary form for your STAR Event. To receive the point for submission, print this email and have your adviser verify by signing and dating below for including in a display, file folder, or portfolio. One survey per entry is required.

Chapter Name: Newcastle High School FCCLA - 12547

State: Oklahoma

Members: Jordan Shepherd

Event Name: Event Management

Level: Level 3 (grades 11 and 12)

Project Title: Winter Snow Ball

Adviser's Signature



Date





Newcastle Public Schools

Alisha Duncan, Family and Consumer
Sciences Teacher / FCCLA Advisor

101 North Main
Newcastle, OK 73065
(405) 387-6318 office
(405) 387-2891 fax
aduncan@newcastle.k12.ok.us

Please use this letter as confirmation that Jordan Shepherd has completed multiple units of Consumer Management in her Family and Consumer Sciences class, August 2017 – May 2018.

Thank you,

Alisha Duncan
Family and Consumer Sciences Teacher
Newcastle High School

Event Volunteering Experience





EVENT VOLUNTEERING EXPERIENCE SUMMARY FORM

Required for Level 2 and 3. Complete this form and include it in your portfolio, along with 1-2 photos of the event documenting your participation. Volunteer at a community event in which at least 50 people attend, and which requires a minimum of 2 hours of volunteering service per team member. The event does not need to be related to the planned project.

Event Name	Newcastle Agriculture Booster Club Pork Dinner
Event Location	Newcastle Middle School
Event Organizer/Manager	Renee Richardson
What is the event goal?	To raise money for the Newcastle Agriculture Booster Club.
What is/are the event objective(s)?	To sell 800 tickets to the dinner.
How is the success of the event measured?	By how much money is raised.
How many volunteers are involved, and what are their roles?	We had 30 volunteers. Responsibilities included cooking, serving, making to-go boxes, taking money, and making donations.
How was the event promoted or advertised?	It was put in the local newspaper, on social media, signs were hung throughout town, and flyers we handed out. Students also went out selling tickets and spreading the word about the event.
What kinds of choices and decisions did the event organizers make?	Where was it going to be held? When is it going to take place? How will we sell tickets and/ or advertise? Will we offer to- go boxes? How much food do we need to buy beforehand?
What were the challenges associated with this event? How were they handled by the event organizer/manager?	If we were going to sell enough tickets to turn a profit.
What recommendations would you have to improve this event?	Make an incentive plan or rewards program to entice students to sell more tickets.

PROPOSAL

Winter Snow Ball Event Proposal

Proposal prepared by: Jordan Shepherd

Education:

Senior, Newcastle High School

Experience:

FCCLA Parent Teacher Conference Dinner Catering, 2016-2020

FFA Pork Dinner, 2015 – 2020

FFA Cake Auction, 2016 – 2020

FFA Winter Jackpot Swine Show, 2018-2019

FCCLA Prom Dress Consignment Sale, 2016 – 2018

References:

Alisha Duncan

FCS Teacher

FCCLA Advisor

aduncan@newcastle.k12.ok.us

Christina Treu

BMITE Teacher

BPA Advisor

ctreu@newcastle.k12.ok.us

Brandon Morgan

Agriculture Teacher

FFA Advisor

bmorgan@newcastle.k12.ok.us

Client Needs:

- Establish location for dance
- Set a theme with coordinating decorations
- Establish entertainment (DJ)
- Create a menu
- Create a poster for advertisement
- Ticket Sales
- Chaperone Sign-Up

Event planning services include but not limited to:

- Meeting all client needs as noted above
- Obtaining quotes as needed for specific services and/or supplies
- Staying onsite for the duration of event, including decorating & clean-up
- Maintaining constant communication throughout the planning process, the event, and follow-up as needed
- Vendor recommendations / setting consultation appointments
- Coordination of vendors on the day of event
- Maintaining budget throughout the duration of event

Event Goal, Objectives, and Evaluation

GOAL:

I will plan, research, and propose a themed semi-formal school dance including entertainment and refreshments for at least 150 students to be held on December 14, 2019 while staying within the \$1000 budget.

Objective 1: Sell at least 150 student tickets to the Snow Ball

Objective 2: Stay within the \$1000 budget

Objective 3: Acquire a minimum of ten event personnel to assist.

Evaluation

Objective 1: Number of sold tickets = 282

Objective 2: Actual monies spent =\$989

Objective 3: Actual chaperones acquired = 14 volunteers covered four hours of the dance

Event Dates and Background Research

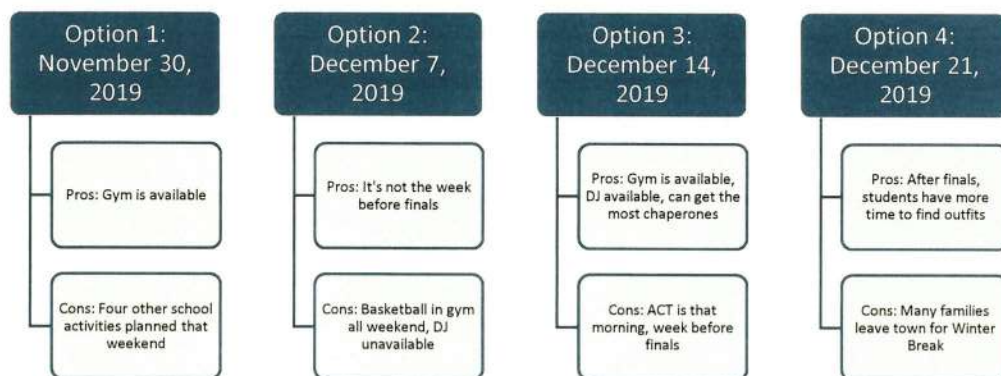
Priorities:

- Winter theme
- Saturday evening due to basketball using the gym
- Before Winter Break
- Available DJ
- Available chaperones
- This semester since prom is in April

Potential Dates:

2019 NOVEMBER						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

2019 DECEMBER						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Option 3: December 14, 2019

VENUE

Venue/Facility Space

Priorities:

- Free
- Available on desired date
- Guest restrooms
- Kitchen prep area for refreshments
- Large enough to hold more than 150 guests
- Dance floor
- Available parking close by
- Available to decorate several days prior to event

Potential Venues:

Option 1: Newcastle Public Schools Administration Building Auditorium

Option 2: Newcastle High School “New” Gymnasium

Option 1:



Option 2:



Venue/Facility Space

Option 1: Newcastle Public School Administration Building Auditorium



Pros:

- Free
- Available on desired date
- Guest restrooms
- Kitchen prep area for refreshment
- "Pretty"
- Built in stage and PA system



Cons:

- Very small, holds 150 tops
- Carpet hard to dance on
- Can't decorate until day of
- Not enough parking close by
- Storm shelter in another building on campus



Venue/Facility Space

Option 2: Newcastle High School “New” Gymnasium



Pros:

- Free
- Available on desired date
- Guest restrooms
- Kitchen prep area for refreshment
- Larger accommodation for more people
- Separate foyer for refreshments and tables
- Lots of parking available close by
- Storm shelter available in locker rooms



Cons:

- Very large, hard to decorate entire space
- Can't decorate until one day prior

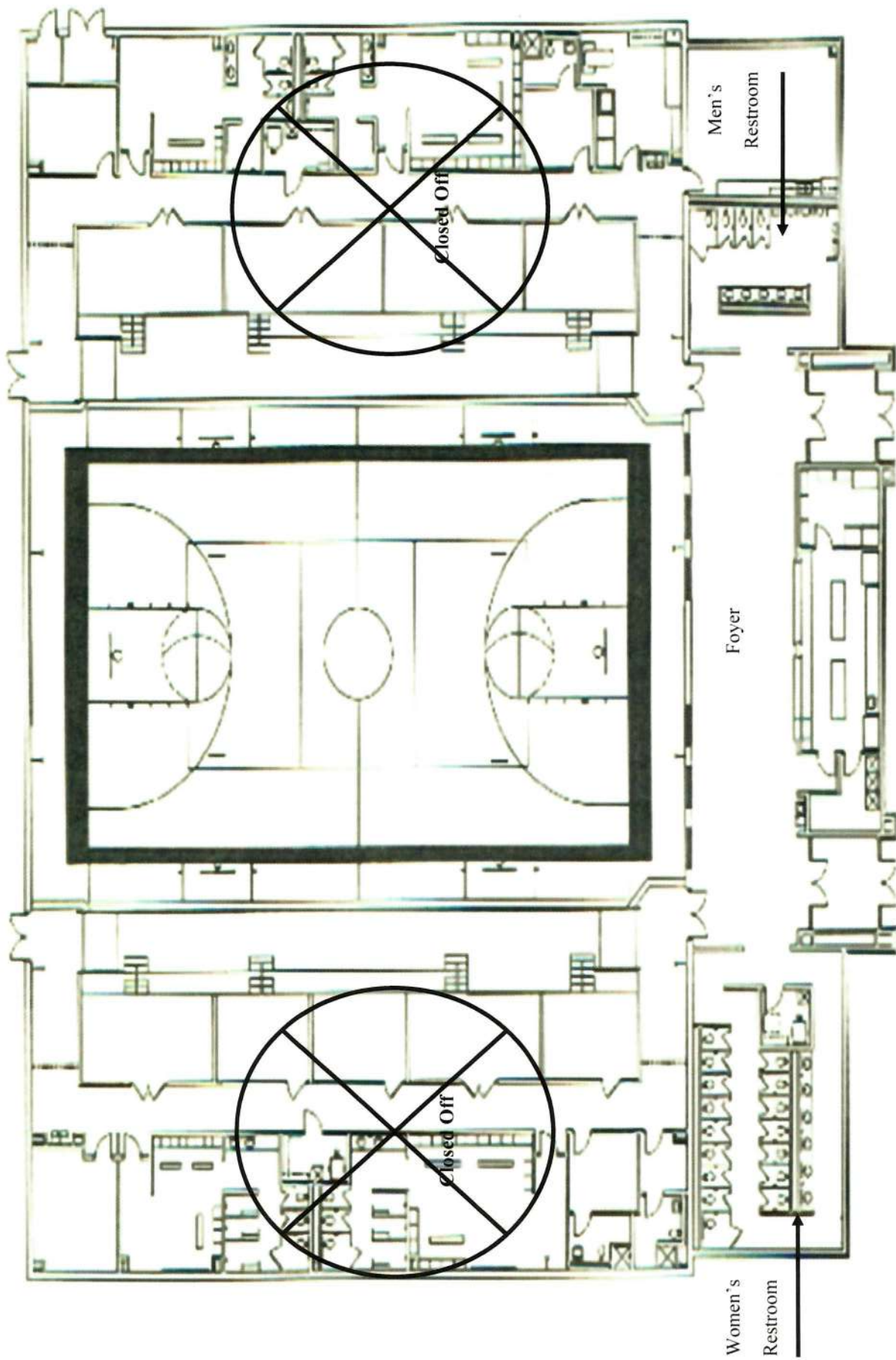


Venue/Facility Space

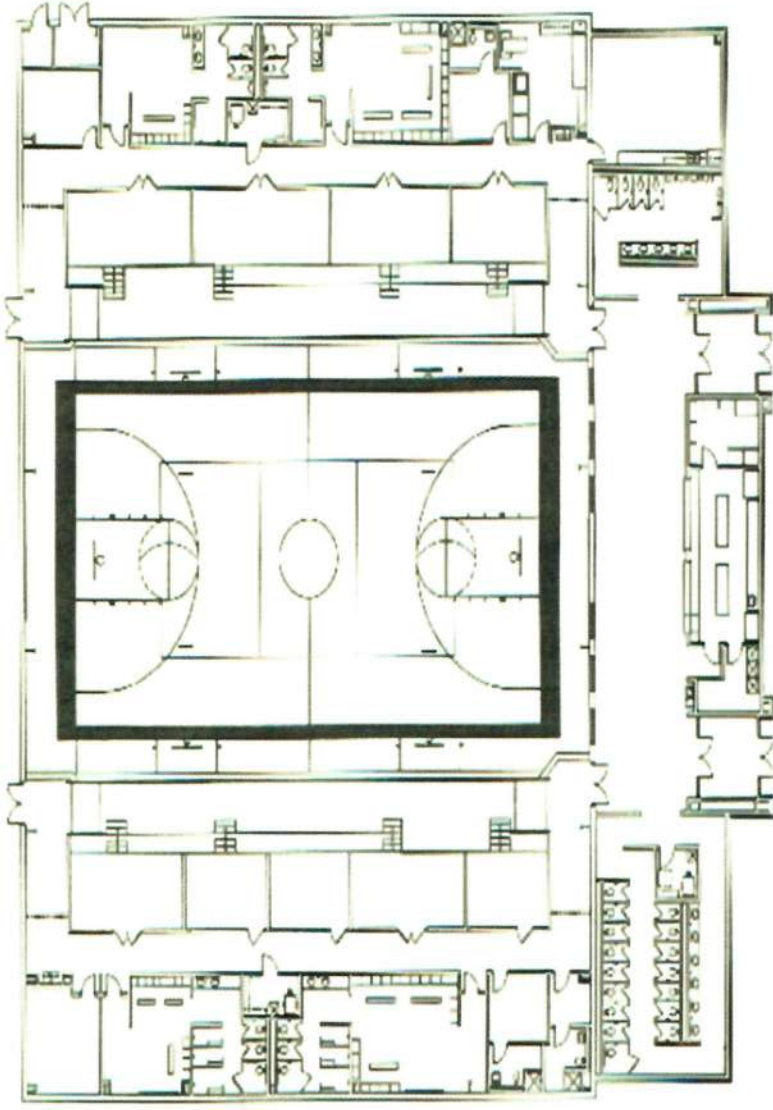
Official Venue: Newcastle High School “New” Gymnasium

Decision based on the following:

- **Usable Space**
 - Can hold larger number of attendees
 - Foyer area is larger
- **Dance Floor**
 - Can use hardwood gym floor
 - Larger dance area
- **Restrooms**
 - 16 female stalls including handicap stall
 - 8 male stalls / urinals including handicap stall
- **Parking**
 - Closer to student parking
 - Over 100 parking spots
- **Flooring**
 - Tile easier to clean
 - No carpet
- **Access**
 - Decorating can begin one day before the event
 - Sponsor has a key fob already
- **Weather**
 - Will follow the protocol of Newcastle Public School: School Superintendent has final decision in event of severe weather
 - Storm shelter available under stadium seats



HIGH SCHOOL GYMNASIUM
LOWER LEVEL FLOOR PLAN

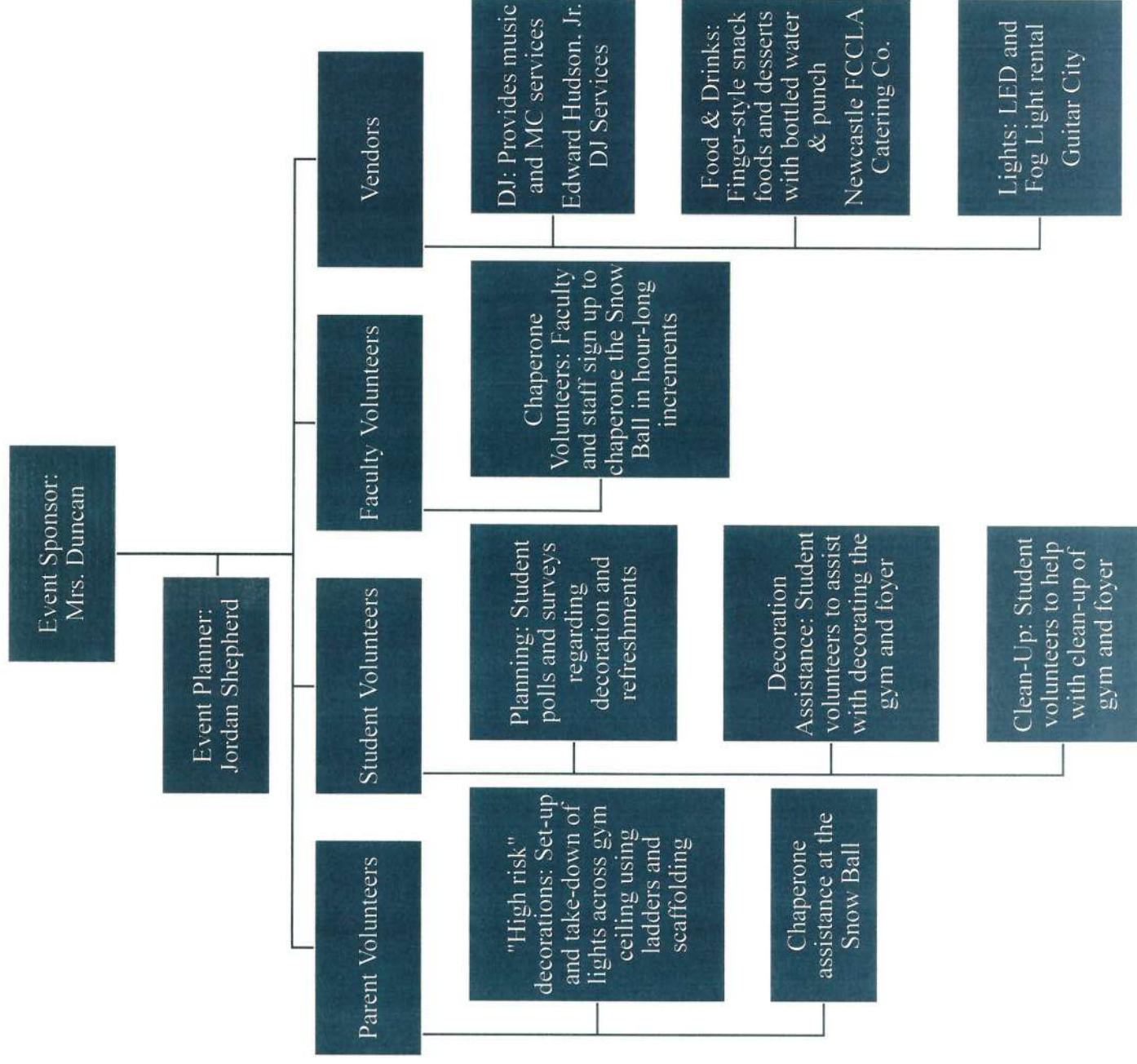


Parking

Parking

EVENT PERSONNEL

Event Personnel Chart



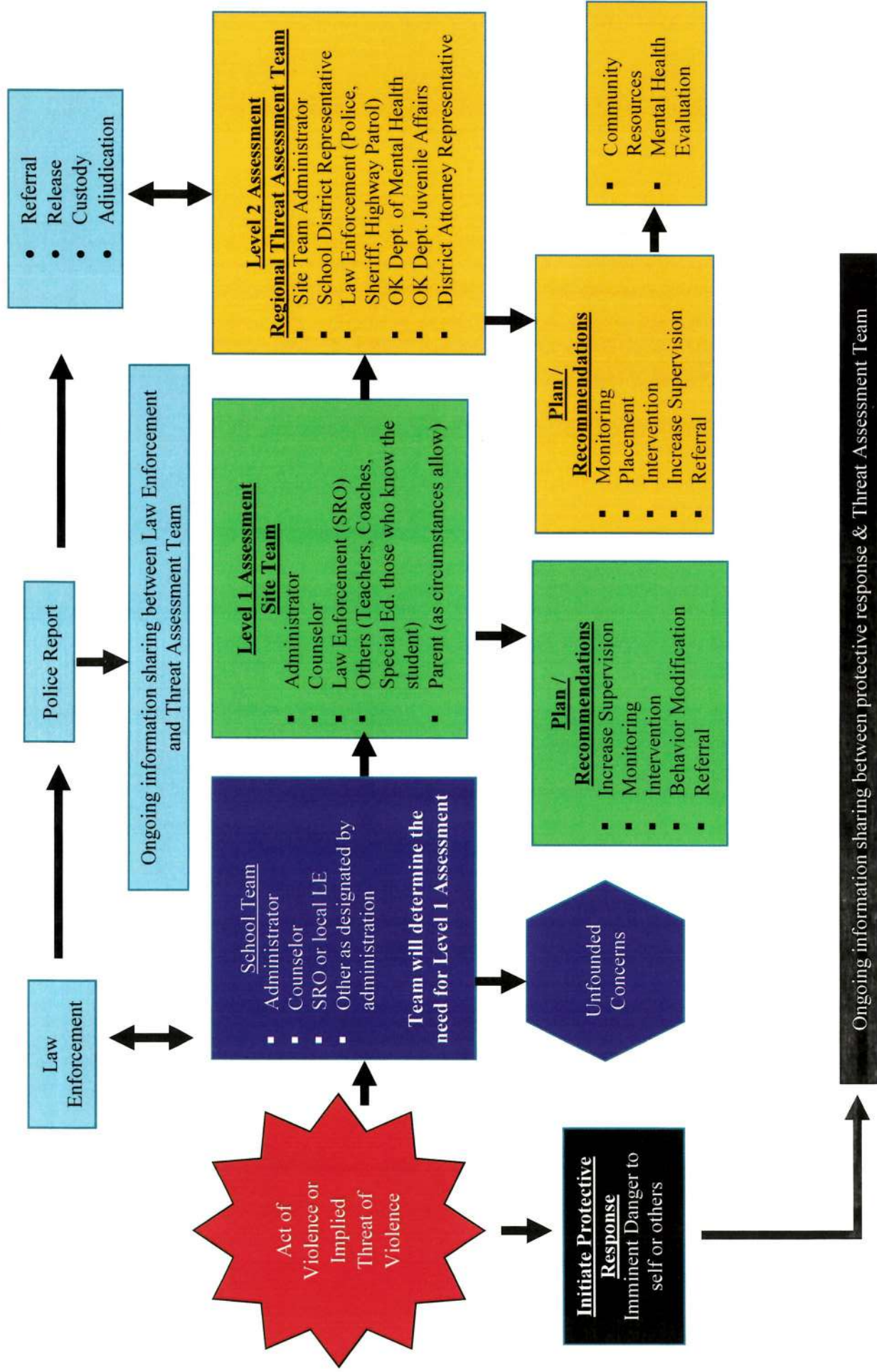
**HEALTH
&
PUBLIC SAFETY**

Health & Public Safety

All health and public safety issues will follow the protocol of Newcastle Public Schools, Oklahoma Public Schools Behavioral Threat Assessment and Management System, and Newcastle High School Athletics.

See Attached.

OKLAHOMA PUBLIC SCHOOLS
THREAT ASSESSMENT MANAGEMENT SYSTEM



NEWCASTLE HIGH SCHOOL ATHLETICS EMERGENCY ACTION PLANS

Purpose: The purpose of this document is to instruct and inform coaches, athletic trainers, student athletic trainers, administrators, and emergency personnel of the procedures to follow should an emergency situation arise during an athletic event at Newcastle High School. An emergency is a sudden state of health or being that poses a threat to an individual's life or limb(s). Because of the nature of athletics, emergency situations can occur at any moment. It is imperative that proper medical treatment be provided as quickly as possible in order to avoid life-altering complications. This emergency plan is intended to prepare our athletics staff to provide the best care possible in the event of an emergency. The document is divided into four main sections: Emergency Personnel, Emergency Equipment, Emergency Communication, and Specific Venue EAP instructions.

Emergency Personnel: All athletic personnel who will be in direct contact with athletes should review this policy at the beginning of each academic year. Coaches should go over the plan and their role in the case of an emergency with the Certified Athletic Trainer (ATC) assigned to their sport. If a member of the athletic training staff is not present at a practice or game, it is the coach's responsibility to carry out the emergency action plan.

Members of the Emergency Team include:

<i>Team Physicians:</i>	Dr. Sean O'Brien M.D.
<i>Certified Athletic Trainer:</i>	Delaney Galloway- Athletic Trainer
<i>Head Coaches:</i>	Mike Allen – MS 8 th Boys Basketball Jeff Brickman – Football, Powerlifting – MS Slowpitch Mike Crossley – Baseball, Softball Zach Hale – Boys Soccer, MS Boys Soccer, Wrestling Jason Haggerty – HS/MS Track Nick Serowski – Volleyball Jesse Brown – Boys Basketball, MS 7 th Boys Basketball – HS/MS Boys Golf Jake Phillips – Slowpitch, MS 7 th Girls Basketball Brett Sanders – Girls Basketball Jennifer Sanders – MS 8 th Girls Basketball, MS Volleyball Chance Scott – HS/MS Girls Golf, MS Softball Kelsey Corbin – Cross Country, Swimming, Soccer Judd Wilson – MS Baseball Stacey Wright – Cheerleading HS/MS

Student Athletic Training Staff Members

EMS, Newcastle Fire Department, Newcastle Police

Possible roles delegated to members of the emergency team (roles may vary depending on various factors such as the athletic venue, the type of emergency, or instructions of the first responder to the scene):

1. **Immediate Care of the Athlete:** The immediate care of the athlete is the first and most important role for the emergency team. Acute care should always be provided by the most qualified individual at the scene (most often the Certified Athletic Trainer). Other emergency personnel should adhere to the instructions of the most qualified individual at the scene.
2. **Emergency Equipment Retrieval:** Retrieval of emergency equipment may be performed by any member of the emergency team who knows the type(s) and location(s) of emergency equipment.
3. **Activation of Emergency Medical Services (EMS):** Activation of EMS should be done as soon as the situation is deemed an emergency. The call to EMS may be made by any member of the emergency team who will remain calm and communicate well with the EMS dispatcher. This person should stay on the phone with the dispatcher or the EMS until they have arrived on the scene.
4. **Direction to the Exact Emergency Site:** One, two, or three member(s) of the emergency team, or a competent bystander, should be instructed to meet the ambulance at the appropriate gate and direct it to the site of the emergency.
5. **Crowd Control:** One member of the emergency team will need to keep the other athletes and bystanders a comfortable distance away from the athlete. This person will be designated at the scene.

Emergency Equipment: All emergency equipment should be thoroughly inspected and in working condition prior to the first practice every season. This inspection may be done either by a coach or a Certified Athletic Trainer. All personnel who may find themselves in a situation where they need to use the equipment should be properly trained at the beginning of each school year (this would include the athletic trainers, all coaching staff, and the student athletic trainers). Re-inspection of the emergency equipment should take place periodically throughout the school year. Emergency equipment must be readily available at all athletic events hosted by the school (including practice).

The emergency equipment that might be used during an athletic emergency includes but is not limited to:

- Backboard (Spine Board) – Backboarding/Spineboarding should only be performed by EMS, Team physician, and/or ATC. The backboards are available through EMS and Newcastle Fire Department.
- Splints – Available in the athletic training room or on site with the ATC. The ATC will be in charge of all application of splints.
- Automatic External Defibrillators –
 - Field House – Upstairs in the Wellness Center SW Wall and Athletic Training Room East Wall near Football Field exit
 - New Gym – In the front Lobby South wall by the Women's bathroom
 - Baseball/Softball – Concession Stand

Emergency Communication: In the event of an emergency, a member of the emergency team should contact EMS as quickly as possible. A sample emergency phone call "script" is available at the end of this document. If a Certified Athletic Trainer is available at the scene, he/she should always have a cellular phone on their person. Head coaches should also carry a cellular phone to practice sessions and games. In the event that a cellular phone is not available, the nearest land phone should be listed on the page of this document designated for each athletic venue.

Communication should occur in the following order:

1. Call 911
2. Give the dispatcher:
 - a. Your name
 - b. The exact geographical location of the injured/ill person
 - c. The number of injured person(s)
 - d. The condition of the victim(s)
 - e. The care that is currently being provided to the victim(s)
 - f. The number that you are calling from
 - g. Be sure to only hang up AFTER the dispatcher has hung up.
3. If not already on the scene, notify one of the Athletic Trainers.
4. Campus Police???
5. Make sure someone is designated to retrieve any emergency equipment needed.
6. Dispatch members of the Emergency Team to meet and direct EMS to the scene of the emergency.
7. Appoint coach/qualified individual to serve as crowd control.

Specific Venue Instructions:

VENUE: MAIN NEW GYM

SPORTS: VOLLEYBALL, BASKETBALL,

Emergency Team: Delaney Galloway ATC, Coaching Staff, Student Athletic Training Staff, EMS, Fire Department, Police

If and when a person is injured:

1. The first responder arrives at the scene of the injured person and alerts the Certified Athletic Trainer (ATC) or head coach (whichever is present).
2. The ATC or coach determines that emergency care is needed and tells an assistant coach or student athletic trainer to call 911. The assistant coach or student athletic trainer gives the 911 operator all the necessary information as he/she receives the information from the ATC or coach administering treatment to the injured person.
3. Another assistant coach or athletic training student goes to the front entrance on the northeast corner of the venue to further direct EMS.
4. While waiting for EMS, appropriate care is given to the injured person by the ATC or head coach.
5. Upon arrival of EMS, the ATC or head coach gives the EMS personnel all pertinent information regarding the injured person's current condition and the treatment that has been given up to that point. The injured person is prepared to be transported.
6. When the injured person is loaded into the ambulance, a designated Emergency Team Member will accompany the injured person to the hospital.

Communication Devices: If a mobile phone is available to call 911, use it. If not, the designated phone in the Field House is in the Athletic Trainers office. This telephone number is (405) 387-6495.

Information to be given to 911 Operator:

1. Type of emergency
2. Type of suspected injury
3. Current condition of injured person
4. Current care being given
5. Location of the phone being used
6. Exact location of the field

Parent/Emergency Contact Notification: Sport coaching staff, administration

Directions:

1. Come to Newcastle High School on the corner of Main Street and Fox Lane
2. Take main entrance to the school just north of the Band Building on the west side of the road
3. Follow the road to the west until you can take your second turn north.
4. You will be on the west side of the gymnasium.
5. A staff member or student will be there to wave you down

PLANNING TIMELINE



EVENT MANAGEMENT PROJECT PLANNING AND IMPLEMENTATION TIMELINE TEMPLATE

Use this template (files provided at www.fcclainc.org) to document project planning and implementation data. The event must be planned for an educational institution, community or non-profit organization, business, or government institution. Level 1 and 2 projects do not have to be implemented, but must be planned to take place between July 1, 2019 and June 30, 2020. Level 3 projects must be completed prior to the National Leadership Conference.

Team Member Name(s): Jordan Shepherd							
Date of Proposed Event: 12/14/2019							
Start Date	Due Date	Date Completed	Activity	Task(s) Required to Complete Activity	Person Responsible	Resources Needed	Comments (include risks or variables which may impact completion)
9/3/19	9/3/19	9/3/19	Dance planning with Mrs. Duncan	Meet and discuss overall dance ideas, set budget, possible venue and dates	Jordan Shepherd (JS)/ Mrs. Duncan (AD)	Bring all thoughts and ideas about the dance	Not enough time to come up with all ideas
9/3/19	9/3/19	9/3/19	Initial Planning Meeting with Mrs. Duncan, Mrs. Beer, and Mr. Hull	Meet and discuss logistic options	JS	Contact information, dance location ideas, possible dates	Date availability, disruption at school that may impact principal availability
9/3/19	9/4/19	9/3/19	Request School Board appointment (must get on agenda)	Email Mrs. Darla Allen requesting to be put on agenda	AD	Contact information	No internet – Can go to admin instead of email
9/10/19	9/10/19	9/10/19	Request dance approval at School Board Meeting - APPROVED	Present dance idea, date and venue options to School Board	JS / AD	Possible dates and venue options	School Board may not approve - APPROVED
9/3/19	9/18/19	9/18/19	Present dance idea to FCCLA, request volunteers (Poll & Surveys)	Schedule to be on agenda	JS / AD	Suggestions of a successful dance	Students may not want to participate – They do!
9/23/19	ASAP	9/30/19	Tour possible venue's	Schedule a time to tour the two facility options	AD / JS	Time, contact information to schedule	Possible schedule conflicts
9/3/19	ASAP	10/1/19	Planning meeting	Plan a set venue and date, discuss entertainment, themes, food ideas, and ticket sales advertisement ideas	JS / AD / Student Volunteers	Ideas, open mind, budget ideas	Schedule conflicts, time, distractions
10/1/19	10/3/19	10/3/19	Parent planning meeting	Present ideas to parent volunteers	JS / AD	Ideas, open mind, budget ideas	Schedule conflicts, time, distractions, parent approval
10/1/19	10/14/19	10/10/19	Tasks before next planning meeting	Quotes for DJ Services, menu ideas	JS	Contact information for DJ quotes, brainstorming for menu options	Time, distractions
10/1/19	10/14/19	10/14/19	Planning meeting	Create budget. Decide a menu and DJ. Discuss and decide a theme. Discuss decoration ideas. Discuss advertisement poster. Discuss ticket prices.	JS / AD	Quotes, menu idea, open mind, budget idea, advertisement ideas	Time, distractions

Start Date	Due Date	Date Completed	Activity	Task(s) Required to Complete Activity	Person Responsible	Resources Needed	Comments (include risks or variables which may impact completion)
10/14/19	ASAP	10/15/19	Hire DJ	Sign contract	AD	Purchase Order	Available funds for PO
10/14/19	ASAP	10/17/19	Hire Newcastle FCCLA Catering Co.	Sign contract	AD	Purchase Order	Available funds for PO
10/14/19	10/21/19	10/21/19	Planning meeting	Confirm menu, discuss decoration ideas. Compare advertisement poster ideas, set ticket sale dates, confirm advertisement poster, write announcement.	JS / AD	Ideas, budget, poster suggestions	Time, distractions, disagreements
10/21/19	ASAP	10/23/19	Print posters	Print posters	JS	Complete and approved poster, poster printer	Time, poster printer availability
10/21/19	ASAP	10/22/19	Meet with principals to update	Update principals on decisions thus far, answer possible questions	AD / JS	All current information	Schedule conflicts, time, distractions, no approval
10/21/19	10/28/19	10/28/19	Hang posters in student hallways	Hang posters in student hallways	JS	Posters / Push Pins	Time
10/21/19	10/28/19	Weekly during announcements	Advertise to students during announcements	Read the announcement over the intercom during weekly announcements	JS	Written announcement	Time, no announcements given, students not listening
10/21/19	ASAP	10/22/19	Request school credit card to start shopping for decorations	Request PO	AD	Projected expenses	Available funds for PO
10/21/19	ASAP	10/22/19	Go through previous prom decorations to see what can be used, look for school Christmas trees behind auditorium	Go through prom decoration closet, go through supplies behind auditorium	AD / JS / Student Volunteers	Access to closet and auditorium	Time
10/21/19	ASAP	10/24/19	Create shopping list for decorations	Go through available prom décor, decide what can be used	JS / AD / Student Volunteers	Decorations from prom closet	Time, distractions
10/24/19	11/4/19	11/4/19	Meet with FCCLA Catering Co.	Discuss menu	JS / AD / FCCLA Catering Co.	Menu	Time
10/24/19	ASAP	Various days up to 12/13/19	Shop for needed decorations and supplies	Shopping	AD / JS	Shopping list	Time
10/24/19	11/13/19	11/13/19	Planning meeting	Update with additional information if needed	AD / JS	All current information	Schedule conflicts, time
11/13/19	Various	12/14/19	Touch base daily to keep up to date	Update with additional information as needed	AD / JS	All current information, changes if needed	Time
11/13/19	12/9/19	12/9/19	Move decorations from classroom to gym hospitality room	All decorations moved	AD / JS / Student Volunteers	Decorations, access to gym	Time
11/13/19	12/12/19	12/12/19	Meeting with principals	Update all information	AD / JS	All current information	Schedule conflicts, time

Start Date	Due Date	Date Completed	Activity	Task(s) Required to Complete Activity	Person Responsible	Resources Needed	Comments (include risks or variables which may impact completion)
11/18/19	12/12/19	12/12/19	Ticket sales daily before and after school, during lunch	Sales of tickets, deposit of monies	JS / AD / Student Volunteers	Student list by grade, change for money	Unsure of how many tickets will sale, prices increase after 12/5/19
12/13/19	12/13/19	12/13/19	Decorate foyer area of gym	Put up Christmas trees, decorate trees, cover walls with paper & snowflakes, arrange eating area, set up photo booth area	JS / AD / Student & Parent Volunteers	Decorations, tools to decorate, ideas, good attitudes!	May take longer than planned, volunteers may not show up
12/13/19	12/13/19	12/13/19	Meet with FCCLA Catering Co. to ensure refreshments are good to go	Meet with FCCLA Catering Co.	JS / AD	Menu	Time
12/14/19	12/14/19	12/14/19	Decorate gym area	Cover walls with paper and snowflakes, hang lights, set up bench photo area	JS / AD / Student & Parent Volunteers	Decorations, tools to decorate, ideas, great attitudes!	May take longer than planned, volunteers may not show up
12/14/19	12/14/19	12/14/19	Meet with DJ, set up DJ booth, speakers, lights.	Set up DJ booth, speakers, lights	AD / JS / DJ	DJ & equipment	DJ may be late, equipment may not work
12/14/19	12/14/19	12/14/19	Meet with FCCLA Catering Co. to set up refreshments	Set up refreshments	AD / JS / FCCLA Catering Co.	FCCLA Catering Co. and food / drinks / ice	May be late, volunteers may not show up
12/14/19	12/14/19	12/14/19	Open building, volunteer sign in, chaperone sign in	Volunteer orientation for admitting students	AD / JS / Volunteers/ Chaperones	Volunteers & Chaperones	May be late, volunteers may not show up
12/14/19	12/14/19	12/14/19	Dance!	Dance!	AD / JS / Volunteers/ Chaperones	Volunteers, Chaperones, Students	Let's pray for no hiccups!
12/14/19	12/14/19	12/14/19	Clean-Up / Breakdown of equipment	Clean-Up and equipment breakdown	JS / AD / Student & Parent Volunteers	Volunteers, lots of trash bags	May take longer than planned
12/16/19	12/16/19	12/16/19	Post event follow-up meeting	Go over event details	JS / AD	Notes	Schedule conflict, time, exhausted!

RECRUITMENT

Target Attendees and Recruitment Strategy / Projected Attendance

Target Attendees:

The Winter Snow Ball is open to any Newcastle High School Student in grades 9-12, and targeted toward students in grades 9-10 due to the lack of available dances (Juniors and Seniors attend prom.)

Projected Attendance Goal: 150 students; There are approximately 300 students in grades 9-10, which is our target attendees. This number reflects half of each grade and; in addition, is the number of students that responded to the survey that they would be interested in attending a dance.

Recruitment: Advertisement will include large poster in student areas of the school, social media, BPA Broadcasting newscast, an announcement during the weekly announcements over the intercom, a ticket sales booth in the cafeteria during both lunches, the poster emailed to all parents through the principal's weekly parent newsletter, and, most importantly, word of mouth.



Sponsor/ Advertiser/ Exhibitor/ Volunteer Recruitment

Sponsor: Newcastle FCCLA

Advertisers to include: Newcastle FCCLA, Newcastle FCCLA Catering Company, BPA Broadcasting Crew, Newcastle High School

Exhibitor: Newcastle FCCLA Catering Co. to promote their catering business

Other student organizations: included by way of student polls/surveys, & volunteer recruitment.

Recruitment Efforts: Face-to-face contact, Principal's weekly newsletter, announcements, community service hours, and social media requests



PROJECTED BUDGET

Suppliers & Vendors

Edward Hudson, Jr.

- DJ Services

Newcastle FCCLA Catering Co.

- Catering Services

Guitar City

- LED Laser Lights & Fog Machine

Hobby Lobby

- Decorations

Michaels

- Decorations

Walmart

- Decorations / Misc. Needs (tape, tissue paper, etc.)

Copelands Office Supply

- Roll of paper for wall covering

Dollar Tree

- Decorations / Paper plates / Cups / Napkins

Party City

- Tableclothes / Balloons / Streamers

Amazon

- Balloon Arch

Newcastle BPA

- Broadcasting / Advertisement

Event Activity Schedule

Doors Open
Dance Starts
Refreshments
Available

7:00 - 10:00 pm

Refreshments
except water
cleaned up

10:30 pm

DJ calls last
dance

10:55 pm

Lights on
Students
encouraged to
leave

11:00 pm

Event Marketing

Event Flyer was posted over six times on multiple social media outlets including:

Newcastle FCCLA Facebook & Instagram

Newcastle High School Facebook & Twitter

Newcastle Public School Facebook

Newcastle Public School Parents Facebook & Instagram

Newcastle Pacer Facebook

Newcastle Chamber of Commerce Facebook



Projected Budget and Options

All prices include:
 Services as noted on Event Proposal Page
 Venue choice of:
 Admin Auditorium or NHS Gym

Tier A \$500	Tier B \$1000	Tier C \$1500
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Decorations

Use of prom decor only
 Christmas trees will have lights only
 Plastic tablecloths, three table centerpieces
 No wall coverings
 One photo booth

Refreshments

Water
 "White" food selection
 Chocolate covered pretzel rods
 Popcorn
 Marshmallows
 Refreshment table will have tablecloths

DJ

Music
 LED Lights

Decorations

Use of prom decor
 Christmas trees will have lights, large poinsettias and large decorative balls
 Heavy duty plastic tablecloths, five table centerpieces
 Paper wall coverings
 Two photo booths

Refreshments

Bottled water & Christmas punch
 "White" food selection
 Turkey Pinwheels
 White chocolate covered pretzel rods
 White chocolate dipped sugar cookies
 Vanilla Cupcakes
 White chocolate covered cakeballs
 Vanilla wafer cookies
 Popcorn
 Marshmallows
 Refreshment table will have tablecloths and decorative serving trays

DJ

Music
 MC
 LED Laser Lights*
 Fog Machine*
 *Includes \$50 refundable deposit

Decorations

Same as Tier B plus:
 Christmas trees will have lights, large poinsettias, large decorative balls, small decorative balls, and wrapped boxes underneath
 Linen tablecloths with five table centerpieces

Refreshments

Same as Tier B plus:
 Chicken Pinwheels
 White chocolate covered strawberries
 White chocolate covered Oreos

DJ

Music
 MC
 LED Laser Lights*
 Fog Machine*
 *Includes \$50 refundable deposit

MISCELLANEOUS

Miscellaneous



Miscellaneous



Miscellaneous



Miscellaneous

