

# LIVE OUT LOUD

## **LIVE OUT LOUD GALA & SCHOLARSHIP PRESENTATION**

Monday, April 30<sup>th</sup>, 2006

The Chelsea Art Museum – 556 West 22<sup>nd</sup> Street @ 11<sup>th</sup> Avenue

Cocktails & Hors d'oeuvres

Celebrity Host

Keynote Speaker

Scholarship Presentation – 3 Scholarships @ \$2500.00ea.

VIP Preview – 5:00PM

6:00PM – 9:00PM

9:30AM                      Event Space & Silent Auction Set-Up

9:00PM – 10:30PM      Clean-Up

Contact:

Leo Preziosi, Jr. / Founder & President

Phone: 646.366.5736 (Tuesday, Thursday, Friday)

Cell: 631.431.8815

Email: leo@liveoutloud.info

LIVE OUT LOUD

c/o FERAUD INC.

570 Seventh Avenue @ 41<sup>st</sup> Street

17<sup>th</sup> Floor

New York, NY 10018

**IMPORTANT NOTE:** When committee members are approaching potential sponsors, silent auction and gift bag contributors, hosts, advertisers, professional organizations or attendees, they must have a clear understanding of the mission of LIVE OUT LOUD.

LIVE OUT LOUD is a non-profit organization whose mission is to connect LGBT youth to leaders and role models in the LGBT community by developing and providing programming at tri-state area high school, colleges and youth organizations.

### **DEADLINES:**

ALL Logos for **INVITATION** should to be emailed to Bill Burgess by Wednesday, February 28, 2007 in Illustrator, jpg or gif format.

ALL Logos for **PROGRAM JOURNAL** should to be emailed to Bill Burgess by Wednesday, Monday, April 9, 2007 in Illustrator, jpg or gif format.

### **IN SEARCH OF:**

DJ

2 Photographers

Videographer

Caterers / Restaurants

Journal Co-Chairs

Printer

## **COMMITTEE DESCRIPTIONS**

All Sponsorship, Host, Silent Auction, Gift Bag and Catering Letters and Forms are listed on the LIVE OUT LOUD website home page under GALA COMMITTEE RESOURCES at: [www.liveoutloud.info](http://www.liveoutloud.info)

### **SPONSORSHIP COMMITTEE**

As a **Sponsorship Committee** member we would ask you to create a targeted list of potential corporate and business sponsors for long-term relationships. Target list can be researched or provided by your personal network: friends, family, colleagues and business associates. Check with other committee members so no one is going after the same company/business. Potential sponsors should be mailed a sponsorship packet and followed up with a phone call to set up a meeting. The meeting could be a one on one meeting with the committee member or joined by the President of LIVE OUT LOUD. When having a meeting with potential sponsors committee members should be well versed in the mission of the organization, programs provided and benefits of the gala. Once securing the sponsorship, the committee member is responsible for following up with all benefit details listed in the sponsorship package. Committee members should make contact with the companies LGBT group if they have one. ALL checks are made out to LIVE OUT LOUD.

### **JOURNAL PROGRAM COMMITTEE**

As a **Journal Program Committee** member we would ask you to create a targeted list of potential small business sponsors. Target list can be researched or provided by your personal network: friends, family, colleagues and business associates. Check with other committee members so no one is going after the same small businesses. Potential small businesses should be mailed a journal letter and form and followed up with a phone call. When speaking with potential small businesses committee members should be well versed in the mission of the organization, programs provided and benefits of the gala. Once securing the ad, the committee member is responsible for following up with all benefit details listed on the journal program form. Committee members should make contact with the companies LGBT group if they have one. ALL checks are made out to LIVE OUT LOUD.

### **HOST COMMITTEE**

As a **Host Committee** member, you would lend your name to the event for use on the invitation and in the program journal. We would ask you to commit to purchase at least one ticket at \$150.00 or a higher level and help sell tickets to friends, colleagues, business associates and family. There's no set number of tickets you need to sell; we just want everyone to make their greatest effort. We will provide you with invitations that can be mailed to your network and a jpeg which can be e-mailed. We also encourage you to network with friends and colleagues to support our journal program ads and silent auction. Ticket ranges include \$75.00, \$150.00, \$250.00, \$500.00 and \$1000.00. Please see HOST FORM for list of benefits. I encourage everyone to create a goal on how many tickets you will try to sell at each price range and who is your targeted list.

### **SILENT AUCTION COMMITTEE**

As a **Silent Auction Committee** member we would ask you to create a targeted list of potential contributors to our silent auction. The target list can be researched or provided by your personal network: friends, family, colleagues and business associates. We anticipate creating a silent auction between 100 and 120 lots. The retail value of each item or combined items should be not lower than \$150.00. Check with the committee Co-Chair not to duplicate targeted list. Potential silent auction contributors should be emailed or mailed a silent auction letter and form. Follow up, by phone, is the responsibility of each committee member. Follow up can take several rounds of phone calls, and emails. Please be persistent. Committee members should be well versed in the mission of the organization, programs provided and benefits of the gala. Once securing the silent auction item please email the committee Co-Chair the name of the item and contributing company. Each Co-Chair will keep a running list of the items, contributing companies and committee member responsible for securing the item. The committee member is responsible for following up with all benefit details listed on the silent auction form. ALL silent auction items are to be delivered to the LIVE OUT LOUD offices to the address listed on the form by Friday, April 12, 2007. A silent auction form MUST accompany each item. Committee members should also make every effort to make contact with the companies LGBT group if they have one.

### **GIFT BAG COMMITTEE**

As a **Gift Bag Committee** member we would ask you to create a targeted list of potential contributors to our gift bag. The target list can be researched or provided by your personal network: friends, family, colleagues and business associates. The gift bag should consist of 12 to 15 items plus a gift bag (Preferably with LIVE OUT LOUD's logo). Check with the committee Co-Chair so no one is going after the same company/business. Potential gift bag contributors should be emailed or mailed a gift bag letter and form. Follow up, by phone, is the responsibility of each committee member. Follow up can take several rounds of phone calls and emails. Please be persistent. Committee members should be well versed in the mission of the organization, programs provided and benefits of the gala. Once securing the gift bag item please email the committee Co-Chair the name of the item and the company. Each Co-Chair will keep a running list of the item, contributing company and committee member responsible for securing the item. The committee member is responsible for following up with all benefit details listed on the gift bag form. ALL gift bag items are to be delivered to The Chelsea Art Museum the week before the event (April 23 to April 27), no sooner. The address listed is on the gift bag form. The Chelsea Art Museum Director, Till, must be notified by the Co-Chair of the delivery schedule. Committee members should also make every effort to make contact with the companies LGBT group if they have one.

### **ADVERTISING & MARKETING COMMITTEE**

As an **Advertising & Marketing** member we would ask you to create a targeted list of potential media sponsors including magazine and newspaper publications, important websites and professional organizations. The target list can be researched or provided by your personal network: friends, family, colleagues and business associates. Check with the committee Co-Chair so no one is going after the same company/business/professional organizations. Potential media

and website sponsors as well as professional organizations should be emailed or mailed a media sponsorship letter and form. Follow up, by phone, is the responsibility of each committee

### **Advertising & Marketing Committee cont'd**

member. Follow up can take several rounds of phone calls and emails. Please be persistent. Committee members should be well versed in the mission of the organization, programs provided and benefits of the gala. Once securing the ad or partnership please email the committee Co-Chair the name of the company, the size of the ad or the details of the partnership. Each Co-Chair will keep a running list of the ads, contributing media partners as well as list of professional organizations and committee member responsible for securing the sponsorship /partnership. The committee member is responsible for following up with all benefit details listed on the media form. ALL ads are to be designed and scheduled by the committee Co-Chair. Committee members should also make every effort to make contact with the companies LGBT group if they have one.

### **EVENT PRODUCTION COMMITTEE**

The Event Production Committee is responsible for the following: caterers, captain, wait staff, bartenders, liquor, sound, lighting, DJ, podium, stage, flowers, tables, chairs, linens, rentals, glassware, set-up, break-down, clean-up, photographers, videographers, coordination of the staging of the speeches including: celebrity host, keynote speaker, scholarship and executive director.

As an **Event Production Committee** member we would ask you to create a targeted list of potential caterers/restaurants. The target list can be researched or provided by your personal network: friends, family, colleagues and business associates. The committee is responsible for securing 10 to 12 caterers/restaurants for the gala who will donate hors d'oeuvres (SEE DETAILS ON FORM). Check with the committee Co-Chair so no one is going after the same caterer/restaurant. Potential caterers/restaurants should be emailed or mailed a letter and form. Follow up, by phone, is the responsibility of each committee member. Follow up can take several rounds of phone calls and emails. Please be persistent. Committee members should be well versed in the mission of the organization, programs provided and benefits of the gala. Once securing the caterer/restaurant item please email the committee Co-Chair the name of the caterer/restaurant and the hors d'oeuvre. Each Co-Chair will keep a running list of the caterer/restaurant, hors d'oeuvres and committee member responsible for securing the item. The committee member is responsible for following up with benefit details listed on the catering form. ALL hors d'oeuvres are to be delivered to The Chelsea Art Museum the day of the event between 3 and 4PM. The address is on the catering form.

### **SCHOLARSHIP COMMITTEE**

The **Scholarship Committee** is responsible for promoting the LIVE OUT LOUD scholarship awards in the tri-state area. Committee members will follow up with high schools and LGBT youth groups as well as promoting the scholarship on LIVE OUT LOUD's MySpace page and other youth websites. Responsibilities also include screening and interviewing the applicants, selection of 3 winners and preparing the winners for the gala.

### **CLEAN-UP COMMITTEE**

The **Clean-Up Committee** will be responsible for working with captain the day of the event to make sure the museum is left in good condition. Trash (non-food) should be removed completely in heavy-duty trash bags and stored where indicated by the staff. All boxes should be broken down and placed inside trash bags. Bathrooms, staircase, kitchen area, wait staff area should also be left in good condition. Clean-Up committee will work with Silent Auction committee to make sure all unclaimed items are boxed and wrapped.

### **DEADLINES:**

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### **THANK YOU PHONE CALLS & LETTERS**

All committee members are required to arrange to send a thank you letter to the companies, businesses and colleagues etc. who have contributed monies or items etc. to the LIVE OUT LOUD gala on our letterhead. A personal note, email and phone call is encouraged as well.