

## 2011 Valentine Ball Year End Report

Another successful year for the Valentine Ball. Around 300 people attended with the majority being students.

International Students under Lianne Thompson's direction did an awesome job in hanging up the posters, staffing the contact table and ticket sales. They assisted with decorating and ticket sales the night of the event. The International Student Association operated the coat check for the evening.

Marketing – the branding of the event is awesome. People are starting to look forward to the red and gold color scheme for this event. LaDonna has a great timeline and pertinent information about numbers of pieces to produce. (I did make a connection with the Apparel, Textile department and they were not interested in assisting with this project). There will be more emphasis placed on staff and faculty for the 2012 Valentine Ball.

It is very important that information about the recipients of this scholarship over the past several years be included in the slide show and display spaces. This should include how many scholarships were given based on the proceeds from the Valentine ball and I would encourage excerpts from the recipients and how this scholarship helped them. I would also like to see the information how this is communicated to all the students with the application form, time line etc.

We did not have the big band at the ball this year. The only available date was February 5 and they had a large music event that day. In the past they were given \$600 for playing at the ball. I believe this is not an economical option for 1 hour of music. With the dance lesson being added, Don was very comfortable and happy he could stop the CD and work with the couples learning the dance. I believe it would be quite hard to have the band stop and start during the lesson. It is very apparent that the attendees are ready for the DJ music to start about one hour into the event. This is based on body language of the students. The two dance demonstrations by the social dance students were very well received and I feel are an integral part of the event. There are already requests for the dance lesson next year.

With the band not being there, we also saved \$30.00 per hour of tech fees for the night. In addition, we were able to configure the room and have the dance floor as large as possible. There were times when it was full and people were on the carpeted area.

Overall cost with the \$600 for the band and \$165 in tech fees would have cut the proceeds in half this year.

The Memorial Union collaborated with ½ of the \$375 rent for the event and the out of hours fee. This will not be an option in the future so we must budget \$400 to rent the Memorial Union. There is also a \$50.00 charge for the dance floor.

Another cost savings was to not have the chocolate fountain rented at the event. Rental for the fountain is \$600 which includes the individuals to staff this food station, the chocolate, necessary display items, skewers and keep the area neat and the fountain running smoothly. In addition, there is extra costs involved with purchasing the necessary food to dip in the chocolate.

This year we cut \$400.00 off the catering bill by starting the event with sheet cakes, punch and coffee. At 10 a.m. we brought out meat & cheese trays with crackers, veggie trays, potato chips and dip, pretzels and ranch, punch and ice water. This was an excellent way to stretch our food budget. We also put chocolate candy on every table.

Cory Mackey, DJ Nola, does an excellent job of reading the crowd and mixing up the music. He worked very closely with Don Miller to insure the ballroom dance segments were as requested. He is very observant of the crowd and knew exactly when to make a switch to rejuvenate the crowd and get them involved with dancing. Cory was also very open to our international population bringing in music and playing a blend of their music as well.

Door prizes included two dozen roses from Dalbol Flowers and Gifts, a fleece jacket and t-shirt from Distance and Continuing Education (they called and asked if they could donate these) and a gift card, sweatshirt and t-shirt from the

NDSU bookstore. The committee felt it was important to have fewer door prizes. The previous year got drug out with so many door prizes and took a little too much time from the dance.

The new photo backdrop which was borrowed from an individual in Trio was great. We could assemble it at an angle and give a wonderful area for photos.

It is also very important to have security present at the event. This is well worth the money.

We purchased additional supplies which can be used each year and totes to store them so we had a little extra in supplies this year.

The beads and top hats are always a hot commodity for the night. The balloon bouquets from the Copy Shop in the Memorial Union added color and excitement to the room. Very inexpensive decorations and the best part is the bouquets can be carried upstairs versus hauling them.

Overall, the night was a huge success. I would encourage the Student Government President and Vice-President continue to serve as the emcees for the night. Great opportunity to collaborate with them.

This was the second year we requested funds from Student Government and based on the feedback from Lauren, it was encouraged that we find a way for the Valentine Ball to be self-sustaining without funds from the students.

The two representatives assigned to the committee from Student Government were excellent members of the committee and very helpful in planning the event. They had great ideas and we implemented several of them.

This is the first year that people called me to help with the event. I had four students call and ask to be part of the planning committee based on the articles and information about the event. Great step forward.

All the totes are being stored in the basement of Ceres Hall. They are very well marked with Valentine Ball on all sides and on top.

Hip Hop Club was contacted about performing but did not respond to emails.

Finally, with the marketing pieces designed, we only need to change the date. This helps with timeliness of printing and getting them back. No design time or expense is awesome. The banner will also be in the basement of Ceres Hall.

Next year's date is February 28, 2012.

## 2012 Proposed Valentine Ball Budget

### Income

Staff Senate	\$1,500.00
President Bresciani	\$1,500.00
Ticket Sales	<u>\$1,800.00</u>

Projected Total \$4,800.00

### Expenses

Print & Copy	\$ 275.00
University Police	\$ 202.50
Memorial Union Rent	\$ 450.00
Decorations & Supplies	\$ 350.00
Catering	\$1,500.00
DJ Services	<u>\$ 300.00</u>

Projected Total \$3,077.50

Estimated Contribution \$1,722.50

### Optional Expenses

Little Big Band (based on previous years)	600.00
Tech Fees	<u>165.00</u>

Estimated Contribution 957.50

Chocolate Fountain Rental	600.00
Additional Catering for dipping	<u>400.00</u>

Estimated Contribution ( 42.50)

The optional expenses are based on previous year's expenditures.

NOTE- When renting the chocolate fountain, they provide the staff to run the fountain, the chocolate for dipping, all the necessary displays for the food and keep things looking very neat.

If a chocolate fountain is purchased, we would have to purchase the chocolate, skewers, etc. and provide staff to operate and manage the chocolate fountain. An option to purchase a chocolate fountain was proposed several years ago and members of the Valentine Ball committee declined that option.