





Effective Event Planning

Presented by: Kenya Stanfield - Patriot Club Caterer





Agenda



- Booking the Event
- Main Point of Contact
- Planning Timeline
- Event Timeline
- Event Set-Up
- Event Rehearsals
- Guest Count
- Menu Selection
- Bar, Wine, and Grog

- Room Set-up, Linen, and Décor
- Audio/Visual
- Building/Furniture Policies
- Childcare
- Photography
- Sponsorship
- Event Contract
- Payment
- Discussion



Booking the Event



- Contact Patriot Club with a variety of potential date options for event.
- Caterer will follow-up with the client to confirm available dates and move forward with planning.
- Be aware that during ball season, availability is limited, so having multiple date options is key.
- Book early to avoid no availability.
- When Booking be prepared with the following info:
 - Main POC Contact Information
 - Event Date and Time (Multiple options if possible)
 - Estimated Guest Count
- Once availability is confirmed, a contract is created in the system for your event date and your event is booked.





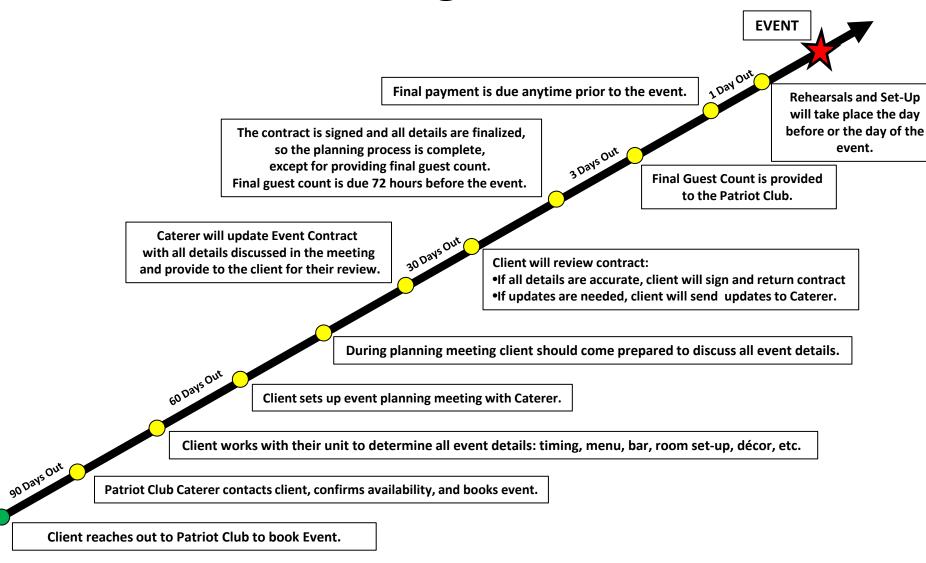
Main Point of Contact

- Every event should have one main Point of Contact (POC).
- •This POC's name will be on the contract and they will be the person working with the Caterer for all planning purposes.
- •This person will sign the contract, plan the event, and submit payment.
- •The person that signs the contract is the only person who can make changes to the event.
- Multiple POC's creates communication errors and makes the planning process harder.



Planning Timeline







Event Timeline



- The Event Timeline is important so we can make sure that all set-up is complete, food is ready when it should be, and that everything is running on time. Providing a solid timeline ensures that all parties are on the same page so the event can run smoothly.
- Example Event Timeline:
 - 12/4/14
 - 0900 Set-Up Begins
 - 1300 1st Rehearsal Begins (Set-Up will not be complete at this time)
 - 12/5/14
 - 1300 2nd Rehearsal Begins
 - 1730 Event Begins
 - 1730 Cocktail Hour
 - 1830 Formal Portion Begins
 - 1840 Blessing
 - 1845 Dinner Served
 - 1945 Formal Portion Continues
 - 2000 Grog Ceremony
 - 2015 Awards
 - 2045 Dancing
 - **2300** Event Ends



Event Set-Up



- For Event Set-Ups there are two options (for Official Military Events only):
 - Patriot Club does Set-up and Breakdown:
 - ❖ With this option the Patriot Club staff does all the set-up and breakdown for your event.
 - **❖** There is a 16% Service charge that is charged which is based off the total Food & Beverage price for your event.
 - Volunteered Soldier Detail does Set-up and/or Breakdown:
 - ❖ With this option your unit provides a detail of volunteer soldiers to do the full set-up and breakdown.
 - ❖ The Set-Up includes: setting tables and chairs in room, putting linen on tables, polishing and setting out the flatware and goblets, folding and setting napkins on tables, etc.
 - ❖ The Breakdown includes: clearing tables of pitchers, goblets, salt and pepper shakers, bowls of sweeteners, and centerpieces, removing all linen from tables, taking out trash, breaking down tables and chairs and placing them back in the storage closet.
 - **❖** If this option is selected there is no Set-Up/Breakdown fee charged.
 - ❖ Patriot Club staff will provide POC an Event Setup/Breakdown sheet for reference.

C	hecklist for Jetup
*Waitstaff will provide you with	the proper equipment to execute set up & break down
Tables and Chairs Silverware (Polish and Set) Tablecloths Napkins Water goblets/Wine glasses (Salt and Pepper Centerpieces Table numbers Award table Sign-in table Example of Place Setting:	Polish and Set)
Example of Place Setting:	
Vicing tests Vi	-Forks to the left of plate area (salad fork on outside, dinner fork next to plate area) -Knife and spoon to right of plate area (Knife next to plate area, knife blade facing plate area) -All flatware one inch from table edge -Glass above knife tip
Chec	k List for Breakdown
 Dispose of trash Empty and place all goblets, Napkins and linen in linen bi Take any center pieces or ot Place pitchers on cart and er Help take out trash Put away tables and chairs in 	ins her decorations mpty in dish pit
Room must be emptied a	and item; must be returned to it; proper place.



Event Rehearsals



- For most large events, clients like to do a rehearsal in the event space to get a good feeling of how the event will look and how the flow of the event will go.
- The Patriot Club allows the clients for 'Official Military Events' into the space for rehearsals at no charge, however, it is based on availability. (Only 1-Day prior to the event can be booked for rehearsal/set-up.)
- Just like you book an event, you must book a rehearsal time with the Patriot Club. If you just show up to do a rehearsal, we cannot guarantee that you will be able to rehearse as there may be an event taking place in the ballroom. Therefore, we require that you book the rehearsal time with us.
- We try to block time the day before the event for rehearsals, however, sometimes due to another event, rehearsals may have to happen a few days before the event or on the event day.
- Please note: the Patriot Club business hours are 0900-1700, Tuesday-Friday. Saturdays we are only open for events, with the exception of the Jack Daniel's Lounge.





Guest Count

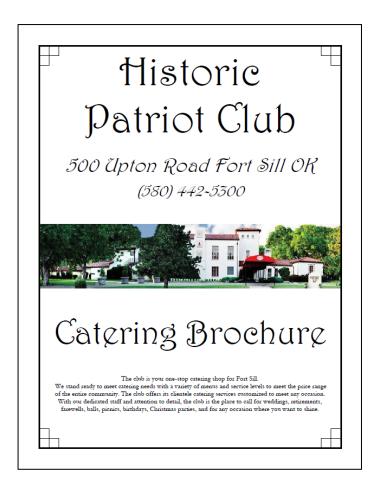
- •When booking your event you are required to provide an estimated guest count.
- As you get closer to your event and you get a better idea of your guest count you should provide these updates to the Caterer and we will adjust it on the contract.
- At 72 hours before your event we require that you provide the final guest count.
- •At this time we have ordered the food, ordered the linen, and may be starting to do the set-up. This is why the final guest count is very important.
- •Once in the 72 hour range, your guest count is locked in and it cannot change.





Menu Selection

- The Catering Brochure will be provided to the client and from there they can work with the Caterer to select their menu.
- Plated Menu (additional 15% fee per plate) or Buffet Menu.
- The Patriot Club can customize menus if requested.
- When creating the ticket price for your guests, make sure to add in the 16% Set-Up/Breakdown
 Fee if you are not providing a detail to do the setup and breakdown.
- The menu selection can be provided to the Caterer as soon as you have it selected. Final menu selection is due one week prior to the event at the latest.





Bar, Wine, and Grog





- •Bar Minimum For each additional bar that is requested for an event there is a \$100.00 fee plus a \$175.00 minimum that must be met. If the bar tab does not reach \$175.00, then the client is responsible for paying the difference.
- A red and white house wine can be placed on the guest tables or a ceremonial grog bowl can be ordered for an additional charge. *No outside alcohol allowed inside the club*.
- Cash Bar Guest pay on their own
- Hosted Bar Client pays for bar
- •(1) Bar and (1) Bartender per (100) guests.
- The Jack Daniel's Lounge can be used for your event. The bar minimum does not have to be met if the event will be when the bar is open for regular business hours.



Room Set-up, Linen, and Decor



- During the planning process the Caterer will inquire on what your room set-up needs are and she will create a room diagram.
- Even if you have a soldier detail to set the room, we still need to go over all room set-up details to make sure we are all on the same page and that you meet all safety requirements for proper egress.
- The Patriot Club orders linen based on each events needs. Since we order linen, we must know about all linen that is required 1 month out to ensure the linen company has your colors in stock.
- There are a variety of colors of linen to choose from. The Caterer can show you the colors there are to choose from.

Linen and Napkin Costs: Tablecloth - \$3.00 each
Napkins - \$1.00 each

- If a dance floor is requested the soldier detail will assemble during setup. If Patriot Club staff has to assemble, regular pricing will be incurred.
- If chair covers are requested, the soldier detail can put on during set-up, then take off and launder following the event. Otherwise, if Patriot Club staff will be setting up, chair covers are \$2/chair.
- The client can provide their own centerpieces and decor. *Note: Only LED candles can be used inside the Club, per FS Regulation 420-90.













Audio/Visual

- Any Audio/Visual needs should be discussed with the Caterer.
- Lighting, Projector, Screen, Wireless Microphones, Podiums, Sound System, etc.
- Microphones and the spotlight control board will be signed out to one POC and must be checked back into the Club staff at the end of the rehearsal or event by the POC that it was signed out to.
- Spotlight training must be booked a month in advance from the time of event. Any late bookings will be charged \$25 per hour.
- The unit should provide a soldier that is trained on the equipment to run the sound system, computer, projector and lighting equipment. If someone is not trained and needs training, we can set-up a time to train them on the required equipment.
- Any outside DJ will not be allowed to hook into the Club's sound system. They must be self contained. DJ will not be able to consume alcohol during the course of DJ'ing. In addition, no explicit music will be permitted.



Building/Furniture Policies



- All furniture within the Patriot Club must remain in its current location unless approved by the facility manager. This includes steps for the stage, podiums, Duster's & Quads Room furniture, Jack Daniel's Lounge furniture, pianos and comfort seating throughout the Club.
- Nothing can be taped, stapled or nailed to any of the walls. Additional fees will apply for damage or extra clean up needed after the event.
- All Exit doors will not be propped open during rehearsal or during the scheduled event.
- Fort Sill Fire and Emergency Services and Fire Prevention FS Regulation 420-90 will be adhered to for all events. (A copy of FS Regulation 420-90 can be provided if needed).
- The POC must coordinate with the Caterer and Facility Manager for placement of any static displays that will be located inside or outside the building.
- Easels for seating charts or pictures will be provided by the customer. If linen is requested to drape over the easels, then additional charges will apply.



Photography



- Per regulatory guidance, The Exchange (AAFES) is the primary provider of photography services on the installation for such events (unless it is done inhouse for free). As such, units are reminded to coordinate with the Exchange Photographer (355-1837, POC is Vicki) first to arrange photography services for their event.
- The Exchange has the right of first refusal by regulation, and units should not just assume that the Exchange is unable to accommodate. If the Exchange is unable to accommodate the request through their contract provider, units may then coordinate with a local photography service.
- Units/Soldiers should not contact local businesses requesting "free" pictures at their events in return for sponsorship recognition (ex: Sam's Wholesale Club, First Command, Pioneer Services, Sunshine Carpet Cleaning, Betty's Glamour Shots, etc).
- Location of photography within the club must be coordinated with the Caterer.



Sponsorship



- Soldiers are explicitly prohibited from soliciting sponsorship for unit events from offpost businesses and other non-federal entities. It is improper for a Soldier to contact non-federal entities to seek sponsorship for military balls.
- IAW AR 215-1 Family and MWR events are the only programs authorized commercial sponsorship. Military Balls for specific units are not authorized commercial sponsorship.
- Accordingly, if a Soldier is contacted by a business seeking to sponsor a unit event, the soldier should refer the business to MWR. Accepting or soliciting offers of sponsorship without appropriate MWR coordination is improper.
- The controlling ethics rules are found in the Office of Government Ethics (OGE)
 Standards of Ethical Conduct for Employees of the Executive Branch and the
 Department of Defense (DoD) Joint Ethics Regulation (JER). These rules and regulations are punitive.



Childcare



- •The Patriot Club does not provide childcare for any event. In addition, childcare cannot be held in any room in the Club.
- •Childcare can be coordinated with CYSS. Care will be provided at a CYSS CDC and there is a minimum of 10 children.
- •Children must be registered with CYSS, which can be done at Parent Central in Bldg 4700.
- •The number of children, names, and ages must be provided NLT two weeks prior to the event.
- •The cost of care is \$4 per hour, per child.



Boy Scouts



- Boy Scouts can be used for Coat Check during your event.
- •It is the responsibility of the client to coordinate with the Boy Scouts POC in order to schedule the Boy Scouts' services. (The POC's information can be given if requested).
- Patriot Club is not responsible for the cost of feeding the Boy Scouts during the event.
- •Additional food can be ordered by the client and coordinated with the Caterer. If additional food is ordered, it will be added to the contract.





EVENT CONTRACT

Contract#: 00005598

Kevin Nieh	off
Phone:	580-917-6954
Account:	0000002594

	E/	/ENT INFORMATION	
	Event Date:	Tuesday, July 29, 2014	
	Description:	Chaplain Anniversary Ball	
	Guest Count:	200	
	Guarantee Count:	200	
	Event Status:	Booked	
	Contact Person:	Kevin Niehoff	
	Contact Phone:	580-917-6954	

LOCATION AND TIMES					
Location SHER-BALL ROOM		Setup Style Man Tables	Start Time 5:30 pm		Time 0 pm
EVENT TIMES					
Social/ Cocktail begins: 7/29/14 5:30 pm Light the sternos: 7/29/14 6:30 pm					
eal Starts: 7/29/14 7:00 pm					

	MENU SELECTIONS		
Name	Quantity	Price	Total
"HORS DOEUVRES"			
Cheese Tray w/ Crackers (25ppl)	5	\$30.00	\$150.00
Large Vegetable Tray (100ppl)	1	\$275.00	\$275.00
Assorted Cocktail Nuts - TBD Pricing	1	-	-
"MENU"			
Country Buffet - Modified	200	\$20.75	\$4,150.00
Baked Chicken			
Roast Beef			
Mashed Potatoes w/ Gravy			
Green Beans			
Rolls & Butter			
Garden Salad			
Assorted Cheesecakes			
"BEVERAGES"			
Water			
Iced Tea - Unsweet			
Sparkling White Grape Juice **BAR**	25	\$13.00	\$325.00
CASH - Full Service Bar	1		_
Red Wine -Btl	25	\$17.50	\$437.50

STAFFING	PURCHASED MATERIALS
OUTSIDE SERVICES	ROOM CHARGES -
RESERVED RESOURCES	

SPECIAL INSTRUCTIONS	BILLIN	IG
SET-UP TIMELINE:	Subtotal:	\$5,337.50
Patriot Club must have initial set-up complete by	MWR Discount:	90,337.50
9:00am on 7/29.	Service Charge 1:	•
9:00am - Client to arrive to set centerpieces and do	Service Charge 1:	
additional set-up.		\$854.0
	16% Setup:	\$804.0
EVENT TIMELINE:	8% Setup:	
5:30pm - Event Starts and Bar Opens	Contract Total:	\$6,191,50
7:00pm - Buffet Opens	Total Credits:	***************************************
7:30pm - Formal Portion of the Evening Begins		
9:00pm - Event Ends	Adjusted Total:	\$6,191.5
SET-UP:		
*PATRIOT CLUB TO DO SET-UP AND		
BREAK-DOWN**	11	
""SEE DIAGRAM FOR ROOM LAYOUT""	11	
-Set Fallen Soldier Table to the right of stage	11	
-Leave space for a band in the far right comer of	11	
theroom. Set (5) chairs for band.	11	
-Set (25) Rounds of (8) - Head tables counted in	11	
the total of (25)	11	
-Set (2) head tables of (8) - No overlay - Place	11	
Reserved Sign on tables		
-Set aisle down the middle for color guard		
-Set (1) 8ft table in Main Ballroom near IT booth for	11	
hors d'oeuvres		
-Set (4) 8ft tables in Main Ballroom for Display		
Tables		
-Buffet to be set in the Sheridian Room	11	
-Bar to beset-up in Main Ballroom		
-Set cake table to the left of stage.	11	
"No Dance Floor"		
LINEN:	11	
Black Linen for Rounds and Display Tables	11	
White Napkins		
Fallen Soldier Table = Black Linen and White		
Napkin - (TBD, waiting on clients response)		
F&B:		
Set Buffet in Sheridian Room	11	
Set Hors Doeuvres table near IT booth	11	
Set Water and loed Tea Pitchers on rounds		
CAKE: Client will provide their own cake. They will		
cut the cake themselves.		
BAR:		
-Cash Bar - Client is aware there only be (1) bar.	11	
-(1) Bottle of Red Wine and (1) Bottle of Sparkling	11	
Grape Juice on each table for Toast		
AUDIO/VISUAL:		
*Client to provide a person to operate IT. TBD on if	11	
they need training on equipment.	11	
-Podium and Mic needed - Set on stage	11	
-Projector and Screen needed		
DÉCOR:		
-Client is bringing in own centerpieces and will	11	

deliver them the r	morning of the event
ADDITIONAL NO	
	g candles in their centerpieces ing up a walk-thru w/ the Fire
	oeive approval to do so.
	s walk-thru will be
Client must follow	guidelines given by the Fire
Department for th	neir candle use. If they do not
	elines, the Patriot Clubhas the
	e candles from the centerpieces.
	to provide the document that is
signed off on for t	nis approvai.
Customer Signatur	e:
Date:	
Date:	
Salesperson Signa	ture:
Date:	
	ayment for funtions are the responsibility of the person signing the contract and may be made
in cash, credit card	, personal check, or charged to a personal club account.
	e contract will be paid in full prior to the event or the day of the event before the close of
business hours.	be applied to the total contract if these requirments are not met.
A10% late ree will i	be applied to the total contract if these requirments are not met.
	Il final menus need to be submitted 7 business days prior to your event. Final guest count
must be confirmed	72 business hours prior to your event.
_	
	Oue to health and sanitation concerns, "To-Go" boxes will not be provided for meals that were
	food items remaining on a buffet or hors d'oeuvres menu. You may sign a release form to take hased in your own personal containers. Otherwise, any excess food left on the buffet will not
	nased in your own personal containers. Otherwise, any excess food left on the buffet will not a or enter the facility.
be allowed to leave	For enter the facility.
v	Ve are not responsible for items left at the Patriot Club.
	Requests for microphones, podiums, audio visual support, and other services can be made and
your party is respo	nsible for paying for these additional charges.
	The host of each event is responsible forthe conduct of his or her guests.
	The cancellation of a function will be acceptedup to 90 days prior to the event with 50% of the after 90 days there will be no refund.
seposit reiunded, a	itter au days triefe will be no relund.
	16% service charge will be added to all contracts for room setup, event service, and final
cleanup.	To a service orange will be added to an obtained for footil setup, event service, and illian
acanop.	
	he Patriot Club normal business hours are Tuesday thruFriday 9-5, Saturdays are scheduled
event days and are	closed on Sunday and Monday.





EVENT CONTRACT

Contract#: 00005598

CUSTOMER

Kevin Niehoff
Phone: 580-917-8954
Account: 0000002594

 EVENT INFORMATION

 Event Date:
 Tuesday, July 29, 2014

 Description:
 Chaplain Anniversary Ball

 Guest Count:
 200

 Guarantee Count:
 200

 Event Status:
 Booked

 Contact Person:
 Kevin Niehoff

 Contact Phone:
 580-917-8954

	LOCATION AND	TIMES	
Location	Setup Style	Start Time	End Time
SHER-BALL ROOM	8 Man Tables	5:30 pm	9:00 pm

EVENT TIMES					
Social/ Cocktail begins:	7/29/14	5:30 pm	Light the stemos:	7/29/14	6:30 pm
Meal Starts:	7/29/14	7:00 pm	-		-

	MENU SELECTIONS		
Name	Quantity	Price	Total
HORS DOEUVRES			
Cheese Tray w/ Crackers (25ppl)	5	\$30.00	\$150.00
Large Vegetable Tray (100ppl)	1	\$275.00	\$275.00
Assorted Cocktail Nuts - TBD Pricing "MENU"	1	-	-
Country Buffet - Modified	200	\$20.75	\$4,150.00
Baked Chicken			
Roast Beef			
Mashed Potatoes w/ Gravy			
Green Beans			
Rolls & Butter			
Garden Salad			
Assorted Cheesecakes "BEVERAGES"			
Water			
Iced Tea - Unsweet			
Sparkling White Grape Juice "BAR"	25	\$13.00	\$325.00
CASH - Full Service Bar	1	-	-
Red Wine -Btl	25	\$17.50	\$437.50

OTHER CHARGES			
STAFFING	PURCHASED MATERIALS		
OUTSIDE SERVICES	ROOM CHARGES	-	
RESERVED RESOURCES			

- The Event Contract is the document that will consist of all event details to include:
 - **■**Event Date and Time
 - Client Name and Contact Info
 - Event Timeline
 - Guest Count
 - ■Menu Selection
 - Bar Selection
 - Set-Up Details
 - Audio/Visual Needs
 - Pricing and Billing Info
 - Additional Info





SPECIAL INSTRUCTIONS

SET-UP TIMELINE:

Patriot Club must have initial set-up complete by 9:00am on 7/29.

9:00am - Client to arrive to set centerpieces and do additional set-up.

EVENT TIMELINE:

5:30pm - Event Starts and Bar Opens

7:00pm - Buffet Opens

7:30pm - Formal Portion of the Evening Begins 9:00pm - Event Ends

SET-UP-

*PATRIOT CLUB TO DO SET-UP AND

BREAK-DOWN**

SEE DIAGRAM FOR ROOM LAYOUT

-Set Fallen Soldier Table to the right of stage -Leave space for a band in the far right corner of

theroom. Set (5) chairs for band.

-Set (25) Rounds of (8) - Head tables counted in the total of (25)

-Set (2) head tables of (8) - No overlay - Place

Reserved Sign on tables

-Set aisle down the middle for color guard -Set (1) 8ft table in Main Ballroom near IT booth for

nors d'oeuvres

-Set (4) 8ft tables in Main Ballroom for Display Tables

-Buffet to be set in the Sheridian Room

-Bar to beset-up in Main Ballroom

-Set cake table to the left of stage.
-"No Dance Floor"

LINEN:

Black Linen for Rounds and Display Tables

White Napkins

Fallen Soldier Table = Black Linen and White Napkin - (TBD, waiting on clients response)

F&B

Set Buffet in Sheridian Room

Set Hors Doeuvres table near IT booth Set Water and Iced Tea Pitchers on rounds

CAKE: Client will provide their own cake. They will

cut the cake themselves.

-Cash Bar - Client is aware there only be (1) bar. -(1) Bottle of Red Wine and (1) Bottle of Sparkling Grape Juice on each table for Toast

AUDIO/VISUAL:
"Client to provide a person to operate IT. TBD on if

they need training on equipment.
-Podium and Mic needed - Set on stage

-Projector and Screen needed

-Client is bringing in own centerpieces and will

BILLING	
Subtotal:	\$5,337.50
MWR Discount:	
Service Charge 1:	
Service Charge 2:	-
16% Setup:	\$854.00
8% Setup:	-
Contract Total:	\$6,191.50
Total Credits:	-
Adjusted Total:	\$6,191.50

- The Event Contract will provide you with all the information that the client and the Caterer have discussed.
- If the client notices any details have not been noted, they should inform the Caterer, so we can make sure it is on the contract and therefore that it will be taken care of on event day.
- The Event Contract is the working document that the Caterer, the Chef, the kitchen staff, and the wait staff will use to execute your event. Therefore, reviewing it and confirming that all details are accurate is very important.





	1 1
ADDITIONAL NOTES:	
Client will be using candles in their centerpieces	
and they are setting up a walk-thru w/ the Fire Department to receive approval to do so.	
TBD on when this walk-thru will be.	
Client must follow guidelines given by the Fire	
Department for their candle use. If they do not	
follow those guidelines, the Patriot Clubhas the	
right to remove the candles from the centerpieces.	
Fire Department to provide the document that is signed off on for this approval.	
agrica on on tot and approval.	
Customer Signature:	_
Date:	
Salesperson Signature:	
Date:	
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- The last page of the Event Contract consists of the signature line for the client and the Caterer.
- There are additional lines that require being initialed by the client, so that we know you are aware of all rules and regulations surrounding your event.
- Once all details have been finalized, the client will sign the contract and the event planning process will be complete.
- Once the contract is signed, some details may still be adjusted based on timing, availability, and what the item is that needs to be changed.





Payment

- •Once the contract is finalized and signed the client should be aware of the estimated total cost for their event.
- Payment can be made with cash, check or credit card (excluding American Express).
- •Payment can be made anytime prior to their event, Tues Fri between 9am 5pm at the Patriot Club office.
- •The estimated total that is listed on the contract must be paid in full prior to the event.
- •If additional charges are incurred during the event then payment for that will be due the following business day.