

Case Study



avenue events

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Name

Annual Charity Dinner

Type

Annual fundraising event, attracting sponsorship and local businesses

Size

250 guests

Aim

To provide near professional matched yacht racing for a very discerning and experienced group reflecting the core values and reputation of a major shipping group and a genial atmosphere in which to entertain key clients who are mostly sailing enthusiasts.

Location

Sporting Venue in North East England



Detail

Now in its 3rd year, this exclusive evening of fine food, wines and entertainment, attracts high profile guests and successful businesses from the North East and beyond. The evening got off to a showbiz start with a paparazzi welcome with local actress, Elizabeth Carling, and radio presenter Judie McCourt on the red carpet. Guests were then greeted by Vegas style feather-clad Showgirls serving champagne and live swing band. A guest performance by Alistair Griffin, of BBC's 'Fame Academy', mesmerised guests, whilst guest auctioneer Duncan Bannatyne, provided further entertainment and maximised the evening's fundraising (in excess of £25,000). A surprise 'Entertainment' room was then revealed to guests packed with casino tables, giant scalextric and a risqué Moulin Rouge performance. Guests danced into the early hours to live music and a good time was had by all!

Scope

Full event management, conceptual design, venue sourcing, negotiation, entertainment, production, marketing, design & print, guest handling, payment, sponsorship & prizes.

Result

The sell-out event ran under budget, exceeded the fundraising target and raised the bar in terms of quality social events in the local area.

Testimonial

"This is the best event of the year and it is firmly placed in our annual calendar"

