The Red Haute Valentine Party & Children’s Style Show, introduced to the Austin community in 2012, is held in January or February each year. Children and grandchildren of both members and non-members model hip clothing from local children’s boutiques. The event includes a wonderful luncheon and has plenty of activities for children of all ages, including a cupcake bar, photo booth, valentine card decorating booth, chocolate fountain and instrument petting zoo featuring the instruments of the Austin Symphony Orchestra. Additionally, guests can shop at local boutiques and gift stores represented in the marketplace.

EVENT TIMELINE: While the event chairs, event location and date are picked a year out, most of the event planning and execution takes place 6 months before the event.

January 2015 - Chairwomen Selected

February 2015 - Committee Members and Venue Selected & Contracts Signed

March 2015 - Runway Boutiques, Event Theme Selected

Sept – Jan 2016 - Committee Chairs work on Table and Activity Sponsors, Marketplace Vendors, Children’s Activities Vendors, Donations for Pick-A-Prize and X’s & O’s Game, Marketing Campaign within WSL and Austin, Model Sign-ups, Fittings and Fashion Show Script

February 2016 - Event Day!
FINANCIAL BREAKOUT OF EVENT:
Net Profit $38,127.48

<table>
<thead>
<tr>
<th>Event Income</th>
<th>Event Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Tickets Sales $20,660.00</td>
<td>Accounting $2,040.64</td>
</tr>
<tr>
<td>Model Registrations $6,125.00</td>
<td>Catering $8,459.32</td>
</tr>
<tr>
<td>Table/Activity Sponsors $20,750.00</td>
<td>Invitations, Printing $876.05</td>
</tr>
<tr>
<td>Vector/Booth Fees $2,550.00</td>
<td>AV/Staging $2,760.32</td>
</tr>
<tr>
<td>Centerpiece Sales $350.00</td>
<td>Activities $1,038.00</td>
</tr>
<tr>
<td>Pick-A-Prize $3,375.00</td>
<td>Decorations $1,091.58</td>
</tr>
<tr>
<td>Hugs &amp; Kisses $1,725.00</td>
<td>Credit Card Fees $1,360.01</td>
</tr>
<tr>
<td></td>
<td>$55,739.00</td>
</tr>
</tbody>
</table>

**Event Income:** Used traditional revenue streams like ticket sales and sponsorships to generate the majority of the revenue.

**Event Expenses:** Heavily leaned on in-kind donations to cut back on expenses. Substantial in-kind donations were invitation printing (roughly $750) and hair and make-up services provided by a local beauty school (roughly $1,000).

Line items of note...

- In the expenses, there is a large Accounting fee - $2,040.64... this is actually a percentage of the annual accounting fee for WSL of Austin. The annual fee is divided amongst our fundraising efforts to attain true net income for each event.
- Hugs & Kisses and Pick-A-Prize under the revenue category are two fundraisers within the event which help drive excitement AND revenue. Hugs & Kisses games is a $25 buy-in per person and is played right before the fashion show starts. Guests participate in a “Heads or Tails” style of game for a chance to win an American Girl Doll. Pick-A-Prize is also a $25 buy-in game in which the guest picks a heart to determine which gift bag she wins. We offer red hearts for gifts geared for adults and pink hearts for gifts geared towards kids. Combined, the two mini-events raised $5,100.

**EVENT GOALS AND MEASURE OF SUCCESS:**

- Amplify community awareness of WSL of Austin and recruit new, younger members
  - Between 70-75% of event attendees are non-members
  - The average new member class size has gone up
  - The average age of the new member class has gone down from 53 to 42 years old
- Create a fun, relevant Spring Fundraiser
  - In 5 years, net profit from event increased from $7,000 to over $38,000, substantially increasing WSL’s donation to ASO and its educational programs
  - Event and Model Sponsorships have sold out the last 3 years

**VOLUNTEERS:**
The event relies on many volunteers who work throughout the year to make the event a success. WSL used 60 volunteers to put on the event. This number is over-inflated because WSL requires each member to have a spring fundraiser placement. As such, the event uses more volunteers than may be required. However, the day of the event does require substantial volunteer participation; in particular with Pick-A-Prize sales and monitoring the models backstage.

**EVENT PROS/CONS:**

- GREAT event to help reach younger AND multi-generational audiences
- Event can be easily replicated in any town/city
- Valentine theme/date makes the fashion show a bit tricky as stores are in between seasons and limited on merchandise. For larger selection of merchandise, consider holding the event later in February and having the model fittings closer to the actual show.