



**EVENT PROPOSAL FOR
THE WOMEN'S SHELTER OF
MONTCLAIR**



XXXXXX
EVENT PLANNING DIRECTOR

AMR EVENT PLANNING CO
1 Normal Ave. Montclair, NJ
07043



Summary Of Event

Clothes For Codes is an event to get women to donate clothes to The Women's Shelter of Montclair. The Women's Shelter of Montclair will be collaborating with The Hyatt Collection, which is a clothing boutique also located in Montclair. With every item donated, clients will be able to get a discount when they shop at the boutique. The boutique will also be donating a percentage of their revenue from the event to the shelter itself. A person can donate up to 5 items. Each item donated will be a higher percentage off their purchase at the boutique and codes will only be valid on the day they're given. This will be a two day event taking place April 14, 2023 to April 15, 2023 from 11AM to 5PM on both days in front of The Hyatt Collection.

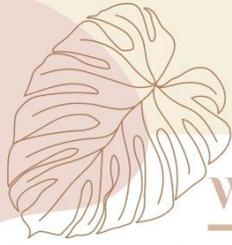




Event Description

There will be a refreshment stand outside of the boutique with drinks and snacks available for purchase while customers wait on line or socialize. Located inside the boutique, there is a wall already created and decorated for a photo op. There will be a photographer on site for the photo op station and another photographer taking photos of the entire event itself. Next to the photo op station there will be a table where you can enter your name into a raffle to receive a free bag of your choice from The Hyatt Collection, there will be two winners chosen for this. Lastly, there will be a Donation Station for Sanitation where you can donate toiletries and sanitary products for the women at the shelter as well, however, there will be no codes given out for donating these products.



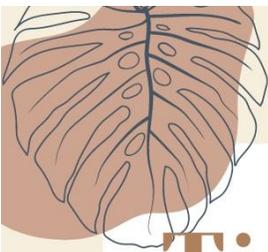


What We'll Provide

It is our job to plan this event in its entirety. We will order all supplies (decorations, drinks, snacks, promotional signage, posters, and discount cards. We will also be setting up the rentals and hiring any necessary employees for the event. It is our responsibility to meet the needs of both The Hyatt Collection and The Women's Shelter of Montclair

What To Expect

- Meetings with both organizations
 - Develop marketing strategies
 - Toying with budgets as needed
- Research rentals, employees, etc
 - Finding solutions to obstacles



Timeline of Event

January
2023

- Breakdown costs
- Review plans
- Assign Tasks

February
2023

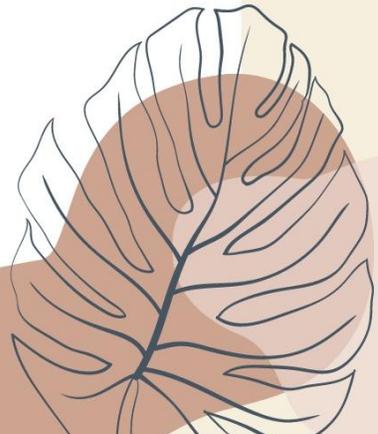
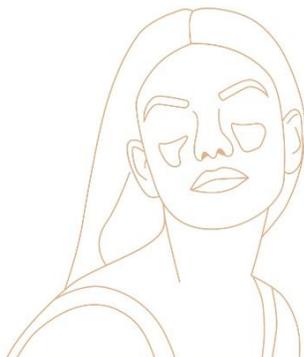
- Apply for sidewalk permit
- Hire: Photographers, workers, security
- Rent: U-Haul, tables, & refreshment stand

April
2023

- Order drinks and food for refreshment stand
- Order promotional signages, decorations, promo cards and flyers
- Begin promoting event on social media and post flyers in designated areas

March
2023

- April 1st: Walk through of event
- April 14th 8AM: Set Up
- April 15th 6PM: Clean Up



Cost Breakdown

Outdoor Permit (2 days)	\$350
2 Photographers (2 Days)	\$1,440
U-Haul Rental	\$100
Refreshment Stand Rental	\$700
Drinks & snacks	\$800
Table Rental	\$120
Decorations	\$250
5 Workers at \$20/hr each (2 Days)	\$1,200
Promotional Signage, flyers, posters, discount cards	\$650
2 Security Guards at \$21/hr each (2 Days)	\$504

TOTAL COST \$6,114*

***Pricing subject to
change if needed. Cost of
event planner TBD**



CLOTHES FOR CODES

Join The Women's Shelter of Montclair and The Hyatt Collection for a good cause!

Donate up to 5 clothing items and get a discount code to use at The Hyatt Collection

LOCATION

The Hyatt Collection boutique located at 3 Midland Ave, Montclair, NJ 07042

WHEN

Friday April 14th & Saturday April 15th from 11AM to 5PM

RAIN OR SHINE WE'LL BE THERE

There will be drinks, snacks, a photo op, sanitary donation station and a chance to win a **FREE BAG** from The Hyatt Collection!

25% of profits will go directly to the WSOM



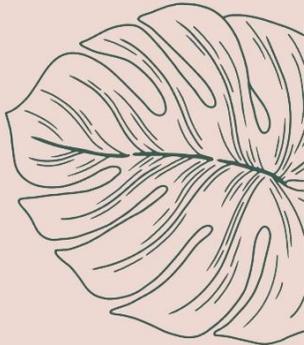
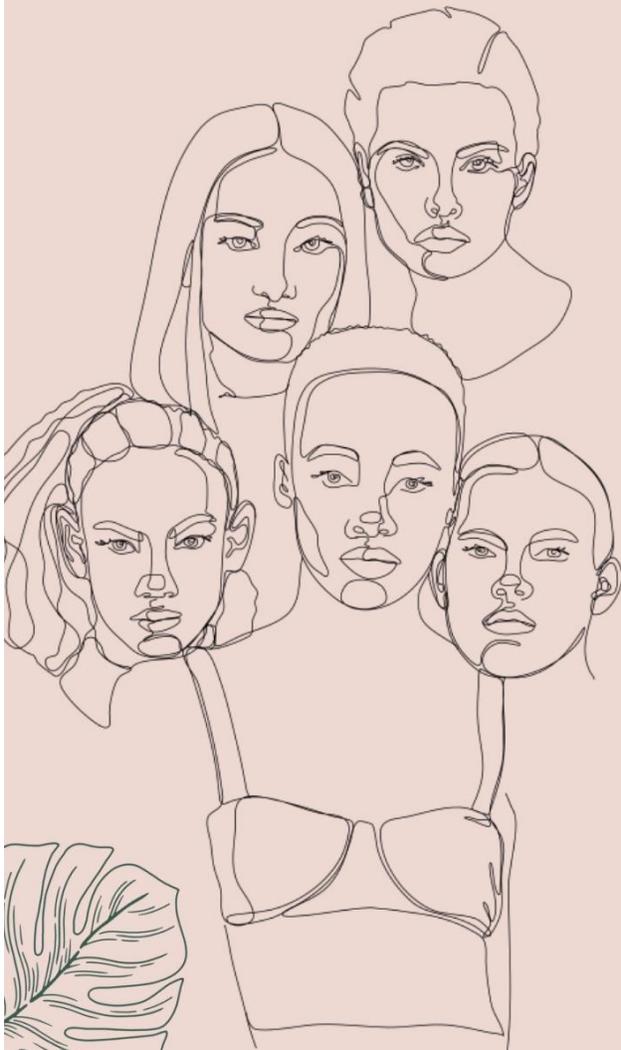
CLOTHES FOR CODES

LOCATION

THE HYATT COLLECTION BOUTIQUE LOCATED AT 3 MIDLAND AVE,
MONTCLAIR, NJ 07042

WHEN

FRIDAY APRIL 14TH & SATURDAY APRIL 15TH FROM 11AM TO 5PM



DONATE UP TO 5
CLOTHING ITEMS AND
GET A DISCOUNT CODE
TO USE AT THE HYATT
COLLECTION

THERE WILL BE DRINKS, SNACKS,
A PHOTO OP, SANITARY
DONATION STATION AND A
CHANCE TO WIN A FREE BAG
FROM THE HYATT COLLECTION!

*25% OF PROFITS WILL GO DIRECTLY TO THE
WSOM*



Flyer 1

The first flyer is aimed toward a younger audience and includes graphics like the plants and the “banner” themed title at the top. It also includes a graphic of a group of women at the bottom of the flyer to give a welcoming feeling.

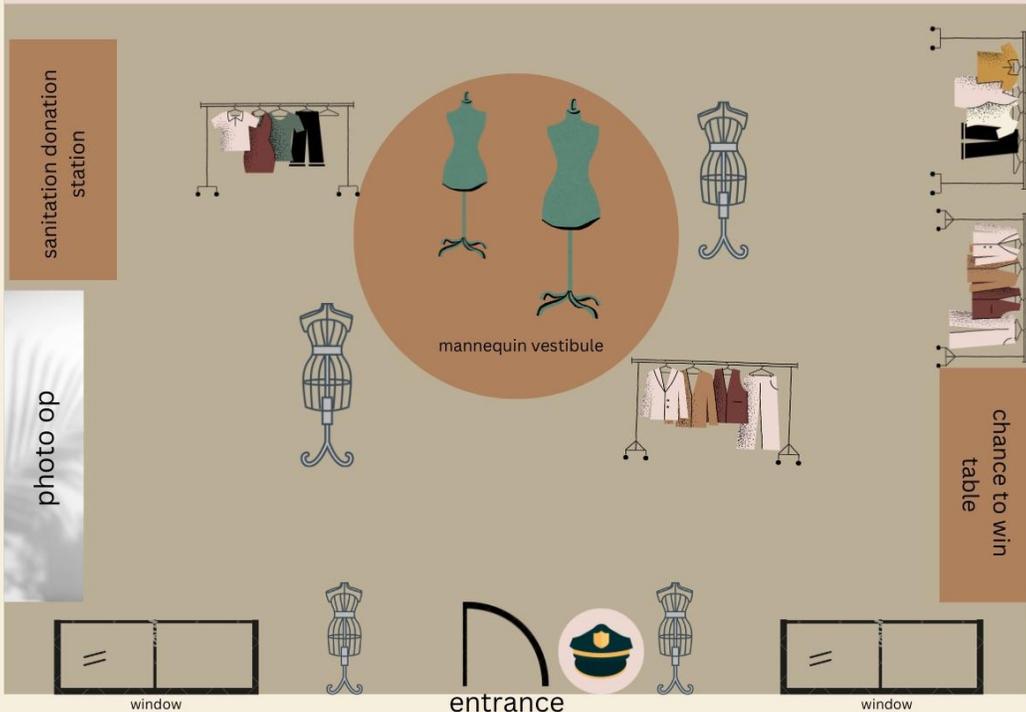


Flyer 2

Flyer 2 is for a more sophisticated and older audience. There is minimal graphics and the only graphics are the leaves and outline of women. The thin lines of the lettering and graphics add to the sophisticated vibe.



cash register



refreshment stand



Event Setup

Bad News Email

Subject Line: Event Planning Progress

Hello Women Shelter of Montclair Directors,

I appreciate your patience as the process to set up this event continues.

After speaking with the city of Montclair, it has come to my attention that there will be sidewalk construction to fix a pipe leak that has been under review for the past few months. The days of construction unfortunately coincide with the days of the event. There will be limited room for large expectancy of people coming to donate.

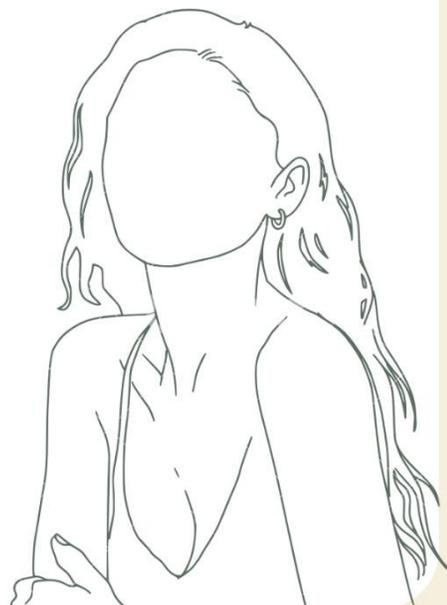
One solution I can offer is having the line for the event be located on the side of the building instead of in front where the construction might be taking place. Another option is to reschedule the event for the following week if necessary.

I apologize for any inconvenience this may cause to the event, however, my team is working hard to ensure the success of this event and will find other solutions to solve this obstacle.

If you have any questions or concerns, feel free to contact me at any time.

Best Regards,
Arieliz Ramos
Event Planning Director

AMR Event Planning Co.
1 Normal Ave, Montclair, NJ 07043
(201) 989-7050



Good News Email

Subject Line: Flyer and Promotional Signage Update

Hello Women Shelter of Montclair Directors,

After speaking with the chairperson of the Art and Design Program at Montclair State University, he was able to get students to collaborate with our marketing department to create the flyers and promotional signage for the event. The students will be receiving college credits, making this event an internship towards their degrees.

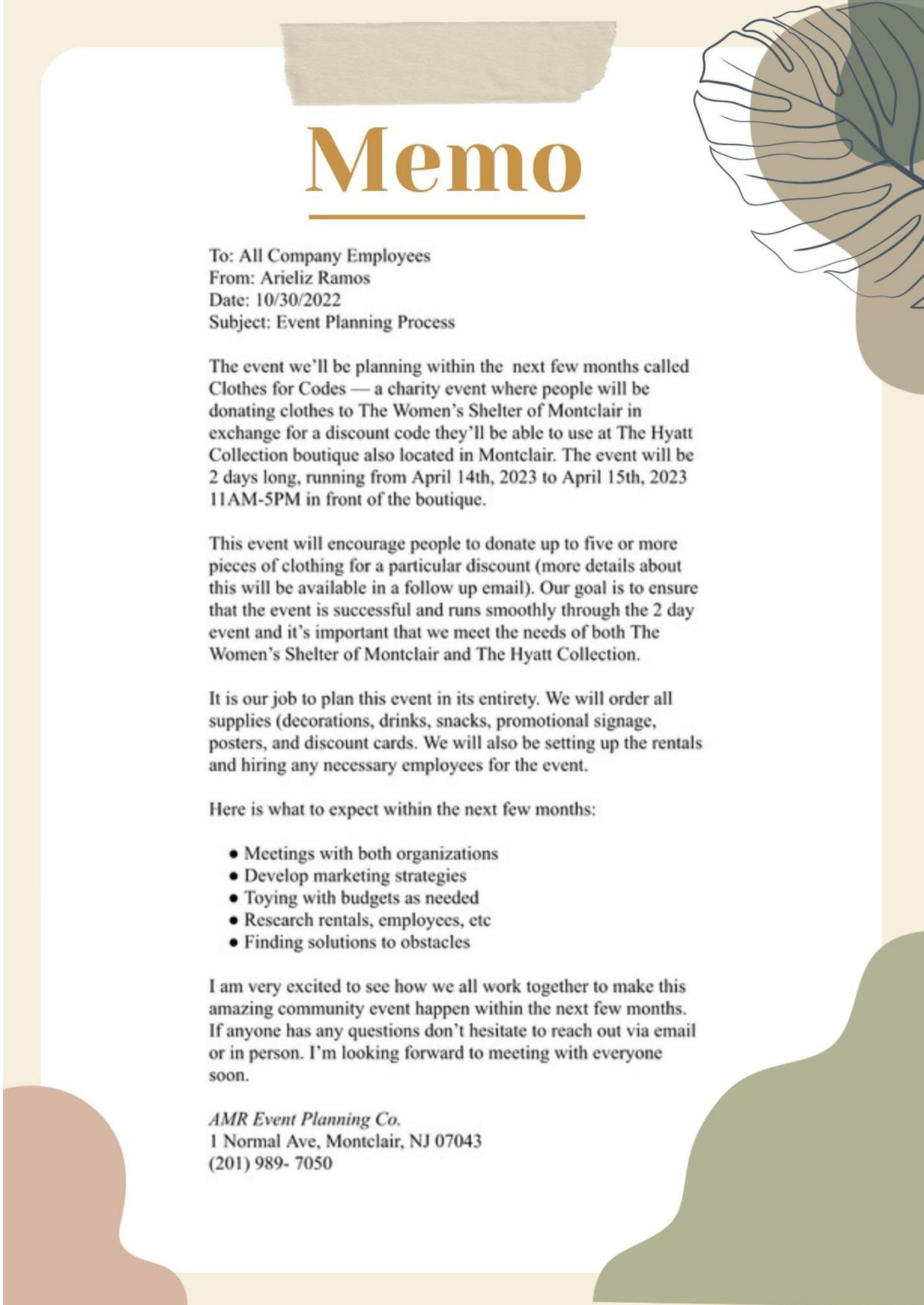
For this reason, I'm happy to say that the flyers and promotional signages will be at no cost to your organization. The money that would've been used for this can go towards anything of your choosing. I will have the chairperson forward drafts of the flyers and signages to you for final review before printing.

Contact me with any ideas you may have so that I can work quickly to put it together for you and make any necessary changes. I'm so excited for this event to all come together!

Best Regards,
Arieliz Ramos
Event Planning Director

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Memo

To: All Company Employees
From: Arieliz Ramos
Date: 10/30/2022
Subject: Event Planning Process

The event we'll be planning within the next few months called Clothes for Codes — a charity event where people will be donating clothes to The Women's Shelter of Montclair in exchange for a discount code they'll be able to use at The Hyatt Collection boutique also located in Montclair. The event will be 2 days long, running from April 14th, 2023 to April 15th, 2023 11AM-5PM in front of the boutique.

This event will encourage people to donate up to five or more pieces of clothing for a particular discount (more details about this will be available in a follow up email). Our goal is to ensure that the event is successful and runs smoothly through the 2 day event and it's important that we meet the needs of both The Women's Shelter of Montclair and The Hyatt Collection.

It is our job to plan this event in its entirety. We will order all supplies (decorations, drinks, snacks, promotional signage, posters, and discount cards. We will also be setting up the rentals and hiring any necessary employees for the event.

Here is what to expect within the next few months:

- Meetings with both organizations
- Develop marketing strategies
- Toying with budgets as needed
- Research rentals, employees, etc
- Finding solutions to obstacles

I am very excited to see how we all work together to make this amazing community event happen within the next few months. If anyone has any questions don't hesitate to reach out via email or in person. I'm looking forward to meeting with everyone soon.

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