

**Rock the Runway
June 4, 2017
2 - 5 pm
Avila Beach Golf Resort**

Jamie Foxen & Hayley Silva

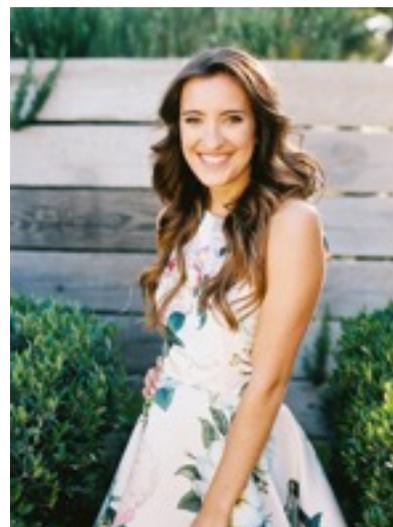
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EVENT ORGANIZERS

JAMIE FOXEN

Jamie Foxen graduated from California Polytechnic State University San Luis Obispo in 2017 with her Bachelor of Arts in Communication. Jamie has always had an interest in event planning and acted on that interest by assisting Danae Grace from Danae Grace Events with large weddings. During that time she learned the process that goes into event planning, including the ability to pay close attention to detail and acquire an eye for design. She also grew up around local fundraisers, as her mother was a member of the Santa Maria Breakfast Club Rotary for 15 years. She not only attended many fundraisers and charity events, but helped with the setup, brainstorming, and organization of the events as well. Jamie was also the Vice President of the Rotary Interact Club during her junior and senior year of high school. She attended a three-day retreat at RYLA where she learned the importance of networking, team building skills, and critical and creative thinking. The combination of Jamie's degree in Communication, along with her interest in event planning, has supplied her with the necessary tools to succeed in creating and hosting this large fundraiser for the non-profit Do It for the Love. Her drive, determination, organizational skills, social personality, and interpersonal skills are exactly what is needed and expected in order to deliver a spectacular event.



HAYLEY SILVA

With a Bachelor of Arts in Communication Studies, Hayley Silva graduated from California Polytechnic State University, San Luis Obispo in June of 2017. Hayley has grown up surrounded by music industry professionals ranging in work from Sony Records to Hollywood Records and Disney Music Group. This first-look into the world of music as a profession sparked a passion and love to dive into the field as a career. In a student body of 20,000, Hayley is the only student to be working in commercial radio in San Luis Obispo proper. Through her shadow work of a Regional Promotion Director from Disney Music Group, she has interacted with big-name artists and participated in the behind-the-scenes work of promoting an album. She traveled to Seattle and throughout California to attend artist events and serve as a Promotions assistant to exercise her Communication Studies knowledge in a practical setting. In addition to her music industry experience, Hayley has also practiced her Communication Studies skills in her four years of working for Cal Poly's New Student & Transition Programs. She assisted in planning events, from Open House, with an annual attendance of over 10,000, to planning Week of Welcome for incoming students. Hayley's desire to create opportunities for herself and apply her academics beyond the doors of the classroom establish her as a dedicated, ambitious and creative mind to maintain event organization as well as the love behind this fundraising event for Do It for the Love.

DO IT FOR THE LOVE: CHARITY BACKGROUND

Do It For The Love is a non-profit organization started by musician Michael Franti & his wife Sarah Agah Franti which aims to “bring people living with life-threatening illnesses, children with severe challenges and wounded veterans to live concerts. Through the healing power of music, our goal is to inspire joy, hope and lasting celebratory memories in the face of severe illness or trauma” (doitfortheLove.org). Michael and Sarah created this non-profit in order to give the gift of music to those who need it most and may not be able to afford it due to medical bills and expenses.

The story behind Do It for the Love begins with the personal story of Steve and Hope Dezember. Steve was diagnosed with advanced ALS disease and was given 2-5 years to live. In April of 2013, the Dezembers reached out to Michael Franti and asked that Steve’s wish to attend Michael Franti and Spearhead’s concert be granted. During the concert, Michael invited Steve and Hope on stage, where Steve felt so moved by the music he asked that he be lifted from his chair so he could dance with his wife. After the concert, Michael and Hope knew they wanted to do more and create something that could combine both their passions of music and Hope’s passion of being a nurse. That is how Do It for the Love was born. The non-profit continues to help sick individuals and their families by granting wishes to attend concerts of their favorite artists and bands (Do It for the Love, 2017).

Since 2013, Do It for the Love has granted over 800 wishes with 380 wishes being granted just this past year in 2016. Most of their fundraising comes from two big events they have each year called Rockers Ball in San Francisco, and Vines and Vibes in Napa Valley. In 2016 they have managed to raise \$833,000, with 70% of all funds going straight to supporting the wish grant program while the other 30% goes towards staff, managing, and fundraising. All of this fundraising has allowed the wish recipients to attend concerts by their favorite artists and bands, including Britney Spears, Beyonce, Billy Joel, Carrie Underwood, Blake Shelton, Elton John, Jennifer Lopez, Justin Bieber, Mumford and Sons, Journey, and Coldplay, just to name a few.

Overall, Do It for the Love has been a successful and inspiring non-profit that is using the power of music to bring joy to others in their time of hardship and healing. They continue to raise more money each year by spreading the word about their newly founded organization, which in return allows them to grant more wishes each year. They hope to hit their goal of 1,000 wishes by August of 2017, which they are sure to meet. This nonprofit is changing lives and helping make the world a better place and we are so excited to help raise money and give back to such a great and feel-good organization.

LETTER OF PURPOSE

We, Jamie Foxen & Hayley Silva, are two driven event planning professionals, each with a Bachelor of Arts in Communication Studies. We teamed up to create an event that is a fusion of both of our interests, music and fashion. The non-profit, Do It for the Love, is a great foundation that raises money to send sick individuals and children along with their families to live concerts and meet and greets. Rock the Runway, then, not only raises money for the non-profit, showcases student talents and interests, but it also brings together the community of SLO for a better cause.

The event will be a live concert and fashion show along with a large silent auction. Two local boutiques, Avanti and Blackwater, have already committed their time and clothing to the fashion show. They offered to create goody bags for the fashion show/concert along with discount flyers for attendees to come shop at their stores post-event. We plan on hosting a casting call for Cal Poly students and sororities to find models for the event and are currently reaching out to local bands to book one to play during the event as well. We will be contacting many local businesses such as Granada Inn and Bistro, Letter and Grain, Sycamore Avila Hot Springs, Sextant Winery, Scout Coffee, Seeds, zip lining at Santa Margarita Vineyards, etc. for donations of silent auction items. A representative of our partner non-profit has expressed much interest in and gratitude for this idea, so much so that she plans on driving down from Napa Valley to attend. Do It For The Love is sending supplies, including a booth, banner, and marketing essentials like pens, tattoos, etc. to hand out at Cal Poly and the local businesses to garner attention and successfully market the fundraiser.

It would be a unique event for SLO along with a different approach to a senior project for the Communication Studies department to oversee. Students, local businesses, working professionals, the Communication Studies department, and family/friends of all participants would be welcome to come and help raise money for a good cause. Thursday, April 27th is on the calendar to present this event to the Breakfast Rotary club of Santa Maria in order to market the event and collect early donations.

Through this event, we want to raise as much money as possible for the non-profit, Do It For The Love, while exercising communication skills. Local businesses such as the boutiques, silent auction donors, and beauty salons that contribute towards hair and make-up of the fashion show, will all be showcased and thanked properly at the event. Rock the Runway concert and fashion show will truly be a full circle event for the community of SLO, supporting Cal Poly, local businesses, and an inspiring non-profit organization. We are excited to implement our vision and goals while potentially making a huge difference in someone's life by sending them to the concert of their dreams. Please consider hosting this Cal Poly senior project and contributing towards a better cause and making a change in someone's life.

EVENT OVERVIEW

We will host a fundraiser to raise money for Do It for the Love, by putting on a concert and fashion show. The concert and fashion show not only represent our passions, but will be an effective way to raise as much money as possible while making it an enjoyable experience for our guests. We will have 15-20 silent auction items for guests to bid on. Additionally, we hope to generate funds from the sale of Sextant wine by the glass at the event. This event will be a perfect and unique way to bring together the Central Coast and support local businesses, all while raising money for an important cause.

WHY ROCK THE RUNWAY?

Rock the Runway establishes itself as an event with a heartfelt foundation paired with a challenging goal. Since the event is immersed in the San Luis Obispo community, it is intertwined with a sense of purpose and passion for outreach and spreading kindness. The coined phrase “Happiest City in America” holds true in this Central Coast community’s desire to support not only fellow citizens but organizations and individuals beyond the city limits.

By partnering with a charity and local businesses, paths and ideas will cross to spread awareness about the importance of attending and supporting the event itself. The three functions of interpersonal communication (O’Hair, 2004) were held at the forefront of event planning efforts. Those were: the need to gain control, the need to gain acceptance, and the need to achieve and communicate the goal of Rock the Runway.

As event organizers, we maintain a sense of authority and can visualize the steps that need to be taken to run the event. Influence within the working parts of Rock the Runway is necessary in order to ensure that each business and attendee knows what to do, where to go, how to donate and more. This control is a necessity in social relationships but we must negotiate it through setting ourselves apart as those in charge, but not by asserting dominance. Interpersonal relationships involve a constant ebb and flow, and entail transactional messages to communicate control in certain situations. Although Rock the Runway is filled with many social relationships, the control must be more centralized with the event organizers, yet must still satisfy the other parties involved in allowing some control to contribute what they desire for the event.

By building and maintaining relationships over the course of the event planning process and beyond, the event organizers must create a sense of affiliation between the business partner and the attendee. Not every business or every person is going to feel inclined to attend and want to connect with Do It for the Love and their organizational goals. As event organizers, we must build interest and foster a positive affiliation to gain acceptance in participating in, supporting, and/or attending our event (O’Hair, 2004).

Once a partnership is created and a donation or ticket purchase is made, affiliation to Rock the Runway and/or Do It for the Love has been established and event organizers must now clearly communicate the end goal(s). As an event with such a sense of purpose, goal and task orientation must both remain in sight. The goal can only be achieved if tasks are going as instructed and intended. By keeping the three functions of interpersonal communication in mind, Rock the Runway will be an event

unlike the rest in its constant focus on the love, connection and importance behind spreading Do It For The Love's message as well as the main goals of the event.

CHARITY BENEFITS

The charity, Do It for the Love (background provided below), will not only receive a large amount of raised funds from the event but they will also gain exposure on the Central Coast about the existence and purpose of their organization. There is also potential for this event to become an annual fundraiser, and could therefore become means of guaranteed funds each year.

GUEST BENEFITS

Guests who attend our event will receive coupons from both Avanti and Blackwater, offering a discount made on purchases at the store. There will be lots of exciting items to bid on during the silent auction including staycations, trips to Disneyland, Napa Valley, and baskets filled with local products and goodies. The guests will also get to enjoy food by local caterers, Testa Catering as well as local wine from Sextant Vineyards. They will also learn about this new organization and what they do for people in need. Attendees will have the opportunity to give back to those in need, while also enjoying a concert with a notable artist. They will get to be a part of a unique fundraising idea, combining the passions of music and fashion. Overall, the guests will have the opportunity to help others while enjoying themselves to the fullest with great company.

SPONSOR BENEFITS

Sponsors can use their donations as tax write offs, thus not losing any money in the process. They can share on their local websites or social media sites that they participated in a local charitable event that raises money to send individuals in need to concerts and meet and greets. This fundraiser will be a great way to give local businesses - and any businesses involved - exposure to the Central Coast. Even if these companies are already well-known in the area, they will be able to feel good about donating their time and services to such a charitable organization.

SPONSOR RECOGNITION

Sponsors will see the name of their company lit up on a large screen located on the stage behind the band. During the entire event—most importantly the band's performance—the names of the sponsors will be shown repeatedly.

FUNDING

As displayed on the event budget sheet (see page 12), the majority of the funds needed to book the venue, band and food/drink vendors, will be due one week post-event. Contracts will be signed and put in place by all parties involved to determine deposit amounts to hold and book each entity. Deposits and the rest of the costs will be paid for via GoFundMe amounts raised, as well as a donation made from Santa Maria Rotary.

ROCK THE RUNWAY EVENT TIMELINE

*Pre-Event Timeline:***JANUARY**

WEEK 1 1/1-1/7	Send in Do It For The Love Fundraiser Host application
	Contact venue options:
	Ventana Grill Contact: Macy Events Department macy@ventanagrill.com
	Cliffs Resort Contact: Casey Wazkiewicz Executive Meeting Manager caseyw@cliffsresort.com
	Avila Beach Golf Resort Contact: Lindsey McClish lindsey@avilabeachresort.com
	Contact boutique options:
	Avanti Kim Collison kimberly@avantislo.com
	Blackwater Erica Hamilton shopblackwater@gmail.com
WEEK 2 1/8-1/14	MON 1/9- Ventana Grill walk through
	WED 1/11- Cliffs Resort walk through
	Confirm Do It For The Love partnership - Schedule phone call with representative
WEEK 3 1/15-1/21	MON 1/16- Avila Beach Golf Resort walk through
	Phone Call with Do It For The Love representative: Kelli Finley kelli@doitfortheLove.org

WEEK 4 1/22-1/28	WED 1/26- Meetings with Avanti and Blackwater
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FEBRUARY

WEEK 1 1/29-2/4	Confirm venue: Avila Beach Golf Resort Confirm boutiques: Avanti & Blackwater
	Contact artist/band options:
	Zella Day Hollywood Records sharrin.summers@disney.com
	Allen Stone ATO Records allenstone@redlightmanagement.com
	Contact hair/makeup:
	Mint Salon + Spa info@mintslo.com
WEEK 2 2/5-2/11	Create event budget and event necessity list
	Create day-of event timeline
	Contact winery, catering & brewery:
	Sextant Winery concierge@sextantwines.com
	Testa Catering TeamTesta@TestaCatering.com
	Barrelhouse Brewing (805) 296-1128
WEEK 3 2/12-2/18	Begin brainstorming silent auction items
WEEK 4 2/19-2/25	Confirm band: Zella Day Hollywood Records <ul style="list-style-type: none"> - Contact Zella Day management with day-of event timeline - Schedule phone call

	Confirm plans with winery, catering & brewery: <ul style="list-style-type: none"> - Contact winery, catering & brewery with day-of event timeline
	Contact Avanti & Blackwater with day-of event timeline
	Receive Do It For The Love promotional materials

MARCH

WEEK 1 2/26-3/4	Design flyers, promotional materials & tickets- finalize by end of week
	Schedule on-campus boothing: ASI Events eplan@asi.calpoly.edu
	Send flyers via e-mail to all silent auction businesses
	Schedule business drop in meetings regarding silent auction donations
WEEK 2 3/5-3/11	Silent auction drop ins <ul style="list-style-type: none"> - Take Do It For The Love promotional materials
	Create Facebook event page
	Model Casting Marketing: <ul style="list-style-type: none"> - Facebook page - Model Mayhem website - Craigslist Ad - Send email to Cal Poly Panhellenic
	Phone call with Zella Day management
WEEK 3 3/12-3/18	Model Casting Marketing: <ul style="list-style-type: none"> - Facebook page - Model Mayhem website - Craigslist Ad - Send email to Cal Poly Panhellenic
WEEK 4 3/19-3/25	MON 3/13 First Model Casting (See Appendix II)

APRIL

WEEK 1 3/26-4/1	Reach out to Seeds and Petra about Model Bootcamp hospitality - Pizza from Petra - Juice from Seeds
	On-campus booth/volunteer recruiting
	Begin Facebook marketing campaign (start 3/26 through event date)
WEEK 2 4/2-4/8	Prepare Rotary presentation
	On-campus booth/volunteer recruiting
WEEK 3 4/9-4/15	TUES 4/11 Second Model Casting (See Appendix II)
	On-campus booth/volunteer recruiting
WEEK 4 4/16-4/22	Confirm Models
	On-campus booth/volunteer recruiting
WEEK 5 4/23-4/29	Silent Auction To Do: - Confirm silent auction items and item numbers - Create silent auction item descriptions - Create silent auction item sheets corresponding with item numbers
	On-campus booth/volunteer recruiting
	Santa Maria Breakfast Rotary Presentation and Ticket Sells
	Create Thank You to sponsors powerpoint

MAY

WEEK 1 4/30-5/6	Model Bootcamp
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	Flyer distribution
	On-campus booth
WEEK 2 5/7-5/13	Flyer distribution
	On-campus booth
	Start of Radio Promotion Wild 106.1 FM
	Volunteer Coordination Meeting
	Purchase raffle tickets
WEEK 3 5/14-5/20	Model fitting and time/practice runway walk
	Flyer distribution
	On-campus booth
	Volunteer Coordination Meeting
WEEK 4 5/21-5/27	Flyer distribution
	On-campus booth
	Receive booth from Do It For The Love
	Create Goody-Bags

JUNE

WEEK 1 5/28-6/4	Continue Marketing
	End of Radio Promotion Wild 106.1 FM
	See day-of event timeline

Day-Of Event Timeline

Time	Description
10 am - 11 am	Arrive at venue
	Begin setup

	Volunteer Check In & Meeting
11 am - 12 pm	Continue setup
12 pm - 1 pm	Band Sound Check - Meeting/Check in with band about event logistics
	Avanti Representative arrives with clothes
	Models arrive, hair and makeup begins
	Testa Catering and Sextant Winery Arrives and Sets up
1 pm -2 pm	Models get dressed
	Appetizers get plated
2 pm- 3 pm	Event Begins - Silent auction is open - Appetizers and beer/wine served - Social hour
3 pm - 4 pm	Silent auction closes at 3pm Fashion show begins
4 pm - 5 pm	3:45 Fashion show ends, 15 minutes for Brand prep 4pm Concert begins
5 pm - 6 pm	Event Ends at 5pm Guests clear out by 5:30
6 pm - 7 pm	Take-Down, Clean-up
7 pm - 8 pm	Take-Down, Clean-up

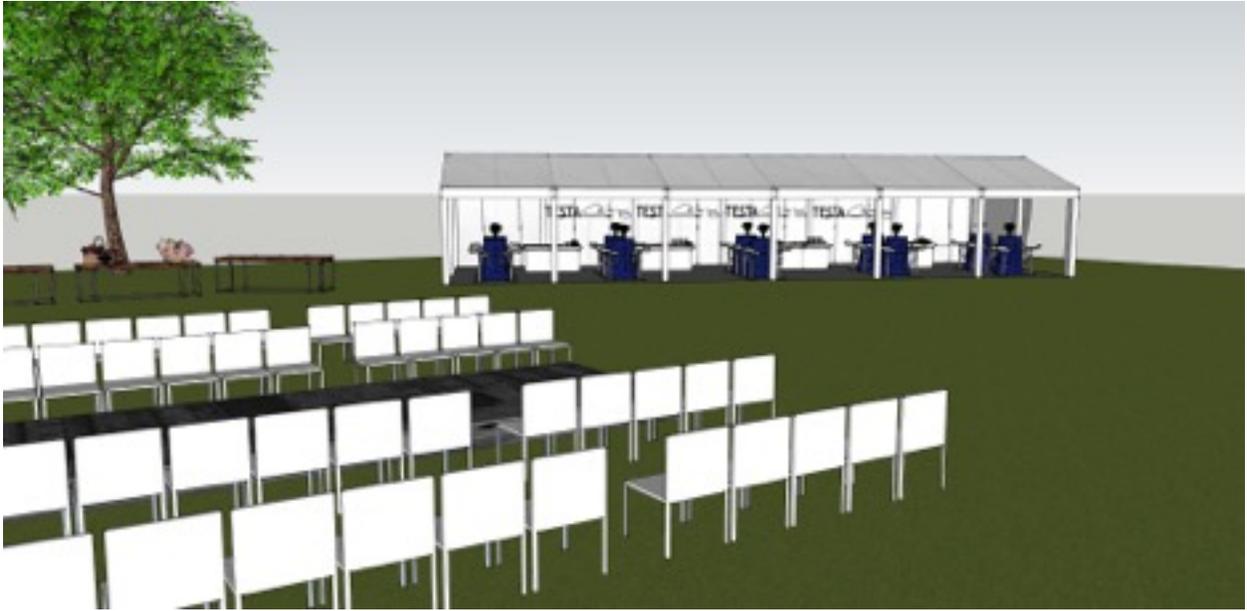
EVENT BUDGET

Venue	
Avila Beach Golf Resort	\$3,000
Casting	
Hospitality	\$200
Supplies (Model Agreement Form)	paperless
Hair & Makeup	
Mint	\$2,000
Photography	
Kyle Erikson (Student Photographer)	\$250
Nesrine Majzoub (Student Photographer)	\$250
Music	
Band	\$1,500.00
Sound Engineer	with band
Sound Equipment	in-house
Miscellaneous	
Runway stage	\$500.00
Tables and Chairs	venue provides
Runway chairs	\$300.00
Gift bags	\$750.00
Raffle tickets	\$20.00
Food & Drink	
Wine	\$2,000.00
Water glasses	venue provides
Wine glasses	venue provides
Appetizer plates	venue provides
Printing	
Flyers	\$600.00
Tickets	
Graphic Design	
	event organizers
Total	\$8,370.00
We pay	\$6,400.00

EVENT LAYOUT







Appendix A

SILENT AUCTION DONORS & ITEMS

Company	Item
Santa Margarita Adventures	Zipline and wine tasting for two
Napa Valley Wine train	Wine train tour for 4
Sycamore Hot Springs	Basket including wine, t shirt, and gift card for group hot springs use
Sycamore Mineral Springs Resort	Stay for two at the resort
SloCo Massage and Wellness Spa	Giftcard for a spa day for two including massages, facials, etc.
Disneyland	Two park one day park hopper tickets
Scout Coffee Co	Basket of Scout Coffee, signature mug, t-shirt, and gift card
Granada Hotel and Bistro	One night stay and dinner for two
Letter and Grain	Basket of miscellaneous items including candle, mug, succulents, and gift card to store
Sub Sea Tours	Whale watching for two at Morro Bay
Sextant Winery	Basket of wine, wine club membership, and basket of goodies
Avila Beach Golf Resort	Round of golf and one night stay
Ember	Private dinner for group hosted by head chef
Cal Poly Store	Basket of Cal Poly attire and gift card to store
Cal Poly	VIP Tickets that include free beer to CP Home Football games
Jen Rodriguez Photography	90 minute photography session for family photos
Tooth and Nail Winery	Basket of wine and free tasting for 4

APPENDIX B

MODEL AGREEMENT FORM

I, _____, agree to attend and model for Rock The Runway, a fashion show and concert fundraiser held on June 4, 2017. I agree to attend all other requirements involved with the fundraiser event, including the model Bootcamp, all fittings, and runway walk rehearsal at the location site. I give consent for all pictures to be taken by photographers at the event and used at the discretion of those photographers, Cal Poly, Do it For The Love, and Jamie Foxen's and Hayley Silva's professional portfolio. Models will also have the rights to all pictures of themselves for their portfolios, if desired. I agree to treat the clothes with respect and care and am fully responsible for any damage that happens to the clothes while wearing them. I agree to be on time at all events and abide by the Zero Tolerance policy for all event related appearances and the event itself.

I, _____, understand that if any of these rules are broken, Jamie Foxen and Hayley Silva have the right to take suitable action.

APPENDIX C

EVENT CONTRACT

As graduates of the Communication Studies Department of Cal Poly, we are required to complete a Senior Project that exercises the skills and knowledge we have obtained throughout our time in the Department.

We, Jamie Foxen & Hayley Silva, have paired up and combined our individual passions and education in Communication Studies to create a community event in support of a music-based non-profit called Do It For The Love. Do It For The Love is a non-profit started by musician Michael Franti and his wife, which aims to “bring people living with life-threatening illnesses, children with severe challenges and wounded veterans to live concerts. Through the healing power of music, our goal is to inspire joy, hope and lasting celebratory memories in the face of severe illness or trauma” (doitfortheLove.com).

We want to unite our campus with the City and apply Do It For The Love’s mission statement and promote joy, hope and create celebratory memories in the spirit of community. The event, called Rock the Runway, will act as a fundraiser for Do It For The Love through a musical performance, fashion show and silent auction.

In agreeing to partner with Rock the Runway, partners must fulfill their promise and keep in mind that this is both a senior project and a fundraiser. In signing this form, you (or your company) are committing to following through and being responsive and dedicated throughout the process.

We are dedicated and excited about the potential of this event and thank you for your time in consideration of donating and attending our San Luis Obispo Do It For The Love event.

Jamie Foxen

Hayley Silva

(Business name here)

APPENDIX D

SILENT AUCTION FORM

Rock the Runway**Silent Auction**

June 4, 2017 - TIME - AVILA BEACH GOLF RESORT

Closing Time: [Time]

[Auction Item]**Item #[No.]**

Description: [Item Description]
 Value: \$[Amount] ⌘ Minimum bid: \$[Amount] ⌘ Minimum bid increase: \$[Amount]

Donated by: [Name or Business]

Name	Address	Phone Number	Bid Amount
1.			#[Amount]
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
Guaranteed Purchase			
Name	Address	Phone Number	Bid Amount
			#[Amount]

APPENDIX E

ROCK THE RUNWAY FLYER AND TICKETS



A large, dark grey flyer for the 'Rock the Runway' event. At the top, the words 'ROCK THE RUNWAY' are written in a large, white, hand-drawn, brush-stroke font. To the right of 'ROCK THE RUNWAY', the text 'A BENEFIT FOR DO IT FOR THE LOVE' is written in a smaller, white, sans-serif font. Below the main title, a white horizontal line separates the text 'CONCERT + FASHION SHOW + SILENT AUCTION' from the rest of the flyer. Below this line, the words 'ZELLA DAY' are written in a white, hand-drawn, brush-stroke font, with 'music' written in a smaller, white, sans-serif font below it. To the right of 'ZELLA DAY', the words '+ AVANTI' are written in the same white, hand-drawn, brush-stroke font, with 'fashion' written in a smaller, white, sans-serif font below it. At the bottom of the flyer, the event details are listed in a white, sans-serif font: 'June 4, 2017 | 2 - 5 PM', 'Avila Beach Golf Resort', '\$20 REGULAR - \$60 VIP', 'TICKETS AVAILABLE ONLINE', and 'facebook.com/rocktherunway'.

Works Cited

Do it For The Love. (n.d.). Retrieved 2017, from <http://www.doitfortheLove.org/>

O'Hair, Dan & Wiemann, Mary (2004). *The Essential Guide to Interpersonal Communication*. Boston: Bedford/St. Martin's.