

DANCING *with our* COLUMBUS STARS

KICK-OFF AGENDA & ONBOARDING May 11, 2024

Dancing with Our Columbus Stars| Friday, August 23 - 5:30pm at Villa Milano

WELCOME! WE ARE A TEAM OF VOLUNTEERS!

- BSF Board
- Committees
- Event Judges
- Local Celebrities – “Our Stars!”
- Professional Ballroom Dancers + Lead Dancer – “Our Pros”
- Audio/Visual/Production/Photography/Event Venue
- Additional Event Night Volunteers

INTRODUCTIONS

- *In 30 seconds or less, tell us about your professional background & community passions!*
- Dance Partners – Announcement!

ABOUT THE EVENT – QUICK HISTORIAL OVERVIEW

- This is year 6 of the event.
- The goal is to raise \$115K or more (gross) this year.
- What’s new this year?
 - Table Cost Increase
 - New Sponsorship Levels
 - (2) Drink Tickets for VIPS
 - May Increase from 3-4 Judges

TYPES OF VOTING & AWARD SPECIFICS

Award 1: Top Fundraiser 2024 (& Mirror Ball Winner)

- We use the word “voting” as it makes sense to your network. Votes are really the same as dollars. The dance team with the highest fundraising dollar total will earn this award including the Mirror Ball trophy (one per person).
- This voting will occur online – through the event website leading up to performance night and then via credit card/Square the evening of the event. We can also receive cash and checks.

Award 2: Judges’ Choice

- This is determined by the highest accumulated score (30 is the highest score; ten from each judge). In the event of a tie, Judges will be asked to deliberate and decide.

Award 3: Peoples’ Choice

- Peoples’ Choice will be determined by an online ballot – one vote per attendee – and is calculated the evening of the event. There is no cost to vote.

Award 4: The Pezzano-Myers Award (not guaranteed)

- This is awarded if a dance team exceeds the current fundraising record of \$27,158!

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- Historical note:
 - a. This award was originally established as the Freutel-Ross Award (\$16,653)
 - b. It then became the Dominic-Hutton Award (\$22,781)

FUNDRAISING – THIS INCLUDES THE ENTIRE TEAM!

- Stars & Pros are encouraged to set a shared fundraising goal. (i.e., Suggested starting point: \$5,000)
- Fundraising Support – Let’s work together to make a gameplan and leverage your network! Board Member, Chaz Freutel, is willing to pair you with a Fundraising Champion to support your fundraising efforts.
- We have a meaningful mission that people will want to know about and support – but they need to know what support can look like! In other words, tell as many people as possible about what you are up to!
- Fundraising Votes Reminder: Your network can begin “voting” for you (pretty much immediately) in the form of donation. Think of it as \$1 per vote. “Voting” opens June 1 and runs through 9pm the evening of the event.
- Sponsorship sales count toward your votes. Individual ticket sales do not.
- Another Option: Host a food drive (or many) and earn one vote per item collected. This offer ends August 10 so we can tally and apply these votes. All items collected must be verified as “in date” (i.e., not expired) and all foods must be itemized at time of pick up or drop off.

MARKETING & SOCIAL MEDIA

- The event website is: <https://dancingwithcolumbusstars.com/>
- The website is not yet finalized for 2024 – our goal is to fill these gaps ASAP!
- Niels is your point of contact for all marketing/website related needs: niels@hansenweb.com
- Beginning June 1 (and once the website is complete with your information), you are welcome to begin sharing the link!
- As we get closer to event night, we ask that you personally invite your friends, family, and fans to buy a ticket to the event. More on tickets in a moment!
- Like and follow Byron Saunders Foundation on Facebook.
- Stars, Pros and Sponsors will each be featured and promoted on Facebook and the event website. Please share these and add a personalized message when relevant.
- Continue to share all BSF posts on Facebook. Add a personalized message so your network is drawn in!
- Check out the Byron Saunders Foundation website to learn more about the organization and what we do. We have some great videos you can share to bring awareness to our mission.
- The Facebook event page is now live and will also be shared with you!

COMMUNICATIONS

- Critical details will always be emailed directly to you as they have thus far.
- For Frequently Asked Questions and additional reminders, we will use an app called **GroupMe**.
- Please go ahead and download the app so I can invite you to our private group.

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EVENT TICKETS

- All dancers (Stars & Pros) will receive dinner and do not need a ticket.
- All guests will need to purchase a ticket to attend.
- Note: Individual tickets are not assigned seats.

- Ticket sales will be live on the website June 1! We are not offering a virtual option.
- If looking for reserved seating and/or to seat a large group/full table, sponsorship is your best option.
- Our collective goal is a sold-out show! It will be more fun to perform for a full audience! 🥳

SPONSORSHIPS

- See "Sponsorship 2024" flyer.
- The **Table Sponsor** option allows you to reserve a table for your fan club to sit together!
- We cannot promise proximity to the dance floor with this sponsorship level as we need to accommodate all sponsorship levels.
- Tables are placed on the seating chart according to the level of sponsorship and the date payment is received.

OTHER PREPARATION DETAILS

- Routines should be 1:30 – 3 minutes in length.
- Music will be due to our production team no later than 1 week prior to the event.
- Dance teams will practice and prepare according to a mutually agreeable schedule. (~10 lessons)
- Details around a "day of" optional rehearsal will be shared as we get closer. Plan for a 2pm start.
- We will capture "behind the scenes" video footage from one of your rehearsals prior to the event. We appreciate your cooperation in helping us with this crucial step.
- As a schedule/Run of Show is finalized, we will share a draft with all of you.

REMINDERS

- Sponsorships sold (this includes table sales) count toward votes/fundraising dollars. At the time of check out, the sponsor can indicate which couple they would like to receive voting credit.
- All donations count toward votes.
- Individual ticket sales do NOT count toward fundraising/votes.
- Be on the lookout for a form from us for you to e-sign. This online document will include: Photo Release, Liability Waiver & Acknowledgement of Voting & Award Specifics

STATUS UPDATES

- We will post voting results at dancingwithcolumbusstars.com/results and marketing will also be posting updates on Facebook. You must check this site to get your results.

QUESTIONS, COMMENTS & GROUP PHOTO

- We cannot forget to capture a group shot!

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Thank you so much for your time, energy & talents!

We are creating something magical together!