



Creative Solutions and Cost Savings

EVENT DESIGN, MARKETING, AND MANAGEMENT

Hanson Pipe and Precast desired to have a reception prior to their banquet in their large tent. We prescribed an extra gable panel (end wall) for the tent to be hung inside the main tent structure, and had it outfitted with a fully cased, pair of metal swinging doors, which saved the expense of an additional tent, and gave them a totally separate environment. They also wanted a floor for the tent, but typical tent flooring is extremely expensive and not attractive. We specified dance floor in two separate patterns to be brought in from Salt Lake City, and hired labor to install it. This contributed greatly to the environments and saved over \$15,000.

Mitsubishi Caterpillar Forklift wanted to have a complex of large tents to demonstrate their forklifts in. Knowing this was in a soft month for tent companies and that this represented a tremendous project for vendor, we negotiated to have the tents provided at half the normal rate for the period, saving \$26,000.

The Diocese of Galveston-Houston needed to find some additional funding for their Eucharistic Congress, so we devised sponsorship packages to offer their large suppliers. As it would have been awkward for them to approach their suppliers themselves, we presented and sold packages to three of them for a total of about \$22,000 extra dollars.

For the **YES Prep** fundraiser, which was being held in an unfinished exhibit hall space, we specified drape and some new fabric sculptures to give the room some intimacy and an interesting look. Typical approaches would have cost \$3 / sq. ft. or about \$24,000. Our treatment cost about \$15,000, saving \$9000.

Holiday Lights needed to maximize its budget for displays, especially in the initial years, to create a .6 mile walk around their habitat lake. We involved a theatrical lighting company in addition to a fabricator and typical light strands and sculptures, to enhance the natural features of the park. We helped design the installations and negotiated a \$20,000 fee. To create a similar impact in the other modes would have cost in excess of \$40,000, so we extended the display budget by \$20,000.

For a private individual's engagement party, they wanted a Tuscan theme environment in their backyard, but didn't plan on any shelter. We presented a scheme that used a tent to encompass their pool and its surrounding gardens, giving us an armature to work with and putting us halfway to their look, while providing the needed shelter. This probably extended their budget by about \$10,000.