2015 OTA Wine and Dine

Online Auction

- Parents, family and friends and supporters of OTA can shop the online auction prior to the Gala with all proceeds credited to the OTA Wine and Dine.

Time period: TBD

Gala

Saturday, April 25, 2015

VIP Event
5:00 - 6:00pm

- Exclusive food and wine
- Wine auction

Main Event Activities
6:00 - 7:30pm

- Food, wine, beer and tastings
- Wall of Wine
- Raffle
- Group Experiences sign up
- Photo booth
- OTA lounge

Event Program
Auctioneer: Sean Kelly
7:30pm

- Gift certificate frenzy
- Teacher experience auction (1-2 teachers only, remaining will be online)
- Kids Art auction
- Live Auction
- Video for Funded Item
- Funded Item

Post Program

- Teacher entertainment
- Music and dancing

Gala - April 25, 2015

Main Event Activities

Wall of Wine (200 bottles)

Guests spend $20 in return for a bottle of wine worth at least $20 or more. The Wall of Wine sells out within the first hour of the event every year. The goal for this year will be to increase the number of bottles from ~60 to ~200.

Raffle Table (~10 items)

Guests spend $1 per ticket or 25 for $20 in return for raffle tickets that they can use on any one of 10 items. This will include a Gift card tree – gift cards ranging in value from $5-$50 dollars – *this is a good use of gift certificates families might have sitting around at home, especially after the holidays…*

Group Experiences – Parent/Community Based (2 experiences)

Guests can sign up for these events anytime during the evening prior to checkout. They will maintain a lower price point (~$25) to encourage participation. Date, maximum number of participants and price would need to be determined for each experience. Recommend taking place before the end of school or prior to school start.
Potential ideas:

- Inflatable World, Jump Around
- Suzie's Farm – Tour/workshop and picnic
- Rock climbing gym or Roller skating night
- Food Truck Night (adults) or Old Town Progressive Happy Hour

Live Auction

Gift certificate frenzy (20 certificates)

Auctioneer will auction off restaurant gift certificates $200 or more in value. First paddle up wins the certificate. Auctioneer can do 4-6 certificates in ~1 minute.

Teacher experience (1 – 2 teacher experiences)

Auctioneer will auction Mrs. Diana teacher experience. Consider including one other teacher experience.

Kid's Art (9 items)

Auctioneer will auction off art projects for each grade

Live Auction

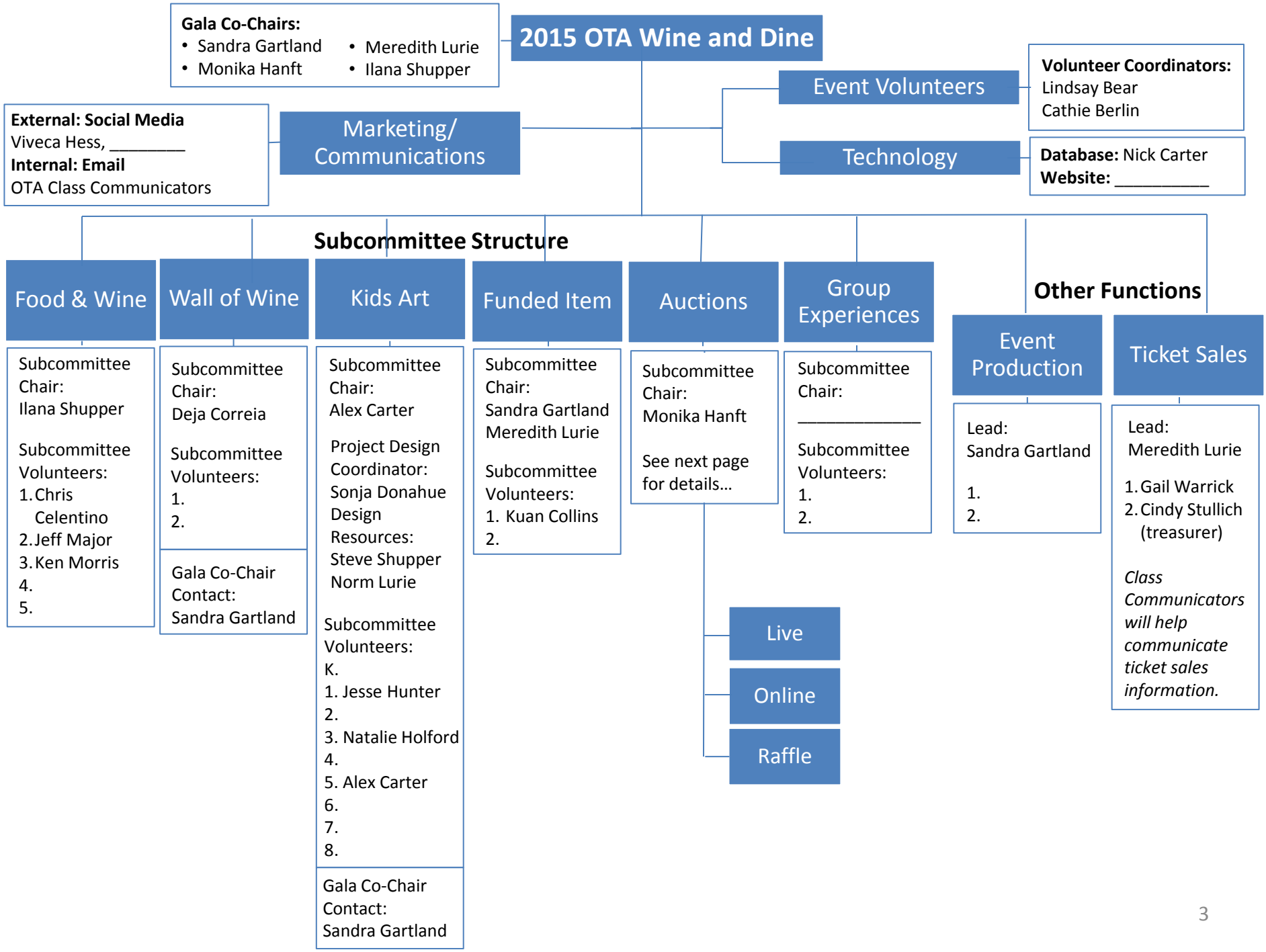
Auctioneer will auction off items/experiences. Potential live auction items:

- Trolley tour of breweries
- Exclusive dining experience at a local restaurant (ex. Juniper and Ivy)
- Chef at your home
- Meet and greet- Celebrity/Famous Athletes
- Backstage passes to concert (VIP Experience)- hard Rock, Coachella
- Behind the scenes (airport, Navy, etc)
- Poker night
- Paint Ball
- Archery/Crossbow Competition
- Sky Diving
- Comic Con- tickets or experience (Zombie Walk)
- PGA VIP experience- On the Green
- Bike Polo
- Surf/Sup/Snorkel Boat trip
- Private Party – kids/theme
- Travel- timeshares
- Travel- wine tasting

Funded Item (1 concept)

Auctioneer will auction off support at different levels starting at the $10,000 and going down to $50. Possible concepts include:

- Travel fund for Field Trips
- Art Teacher
- Sponsor Teacher Trainings/ Continuing Ed
- Language Program
- Class Assistants
- School Counselor


Gala Co-Chairs:
• Sandra Gartland
• Monika Hanft
• Meredith Lurie
• Ilana Shupper
2015 OTA Wine and Dine
Event Volunteers
Volunteer Coordinators:
Lindsay Bear
Cathie Berlin
External: Social Media
Viveca Hess, _____
Internal: Email
OTA Class Communicators
Marketing/ Communications
Technology
Database: Nick Carter
Website: _____
Subcommittee Structure
Food & Wine
Subcommittee Chair:
Ilana Shupper
Subcommittee Volunteers:
1. Chris Celentino
2. Jeff Major
3. Ken Morris
4.
5.
Wall of Wine
Subcommittee Chair:
Deja Correia
Subcommittee Volunteers:
1.
2.
Gala Co-Chair Contact:
Sandra Gartland
Kids Art
Subcommittee Chair:
Alex Carter
Project Design Coordinator:
Sonja Donahue
Design Resources:
Steve Shupper
Norm Lurie
Subcommittee Volunteers:
K.
1. Jesse Hunter
2.
3. Natalie Holford
4.
5. Alex Carter
6.
7.
8.
Gala Co-Chair Contact:
Sandra Gartland
Funded Item
Subcommittee Chair:
Sandra Gartland
Meredith Lurie
Subcommittee Volunteers:
1. Kuan Collins
2.
Auctions
Subcommittee Chair:
Monika Hanft
See next page for details…
Live
Online
Raffle
Group Experiences
Subcommittee Chair:
_____
Subcommittee Volunteers:
1.
2.
Other Functions
Event Production
Lead:
Sandra Gartland
1.
2.
Ticket Sales
Lead:
Meredith Lurie
1. Gail Warrick
2. Cindy Stullich (treasurer)
Class Communicators will help communicate ticket sales information.

2015 OTA Wine and Dine

OTA Class Communicators
Lead: _____
K: Lisa Matter
1st: Dan Vaught
2nd: Keryn Kober
3rd: Laura Studebaker
4th: Sonia Mahmud
5th: Laura Studebaker
6th: Jody Hawkins
7th: Terri Cox
8th: Lindy DeBoer Bourdon

Communications

Auctions

Subcommittee Chair:
Monika Hanft

OTA Gala Liaisons
Lead Lisa Purdum
K: _Ebru Covington
1st: Tina Vaught/Michael Rosenbaum
2nd: Lynn DiFilippo
3rd: Gail Warrick
4th: Kuan Collins
5th: Lisa Purdum
6th: Cat Coleman
7th: Adriana Feldstein/Elena Stonehouse
8th: Jesse Hunter

Donation Procurement:
1.
2.
3.
4.

Letter Writing Donation Outreach:
1. Jocelyn DePaz
2. Heidi Weaver

Data Entry:
1.
2.
3.
4.

Live

1.
2.
3.
4.
5.
6.

Online

1. Val Calandra
2. Dan Studebaker
3. Cindy Stullich
4. Sonia Mahmud
5.
6.
7.
8.

Raffle

1. Lynn DiFilippo

OTA Wine and Dine Committee Structure Descriptions

Communications /Marketing	*External* Purpose: To maintain a strong social media presence for external audiences: allow people to obtain more information about our event, recognize donating businesses and garner community support. *Internal* Purpose: To maintain consistent and targeted communications with OTA families around supporting the Wine and Dine. The **Lead Liaison** will coordinate communications with the **OTA Class Communicators** on a variety of topics such as: donations for wall of wine and gift card tree, any contacts on restaurants and other businesses, solicit teacher experience ideas, volunteer needs, ticket sales and any other requests.
Technology	Purpose: To provide technical support for the OTA wine and dine database, online ticket sales and maintain and update the website.
Event Volunteers	Purpose: To recruit volunteers for subcommittee participation and event support. Responsible for managing sign up process and orienting volunteers to event assignments.

Subcommittees

Food & Wine	Purpose: To secure food, wine, beer and non-alcoholic beverage vendors for main and VIP event. Utilize contacts to help procure additional restaurant participation: 1) restaurants gift certificates of $200 value for "Gift Certificate Frenzy" auction, 2) live auction restaurant experiences, 3) gift certificates for online auction.
Wall of Wine	Purpose: To collect and catalog in database ~200 bottles of wine of ≥$20 value. Works with Class Gala Liaisons to solicit requests and encourage wine parties.
Kids Art	Purpose: To design and execute class based art projects that will yield high returns in event auction.
Fund-an-Item	Purpose: To develop compelling case for support as recommended by the 2015 Wine and Dine Committee and approved by the OTA Foundation Board. Responsible for creating video for selected item. Coordinates with social media and class gala liaisons to publicize selected item.
Auctions	Purpose: To brainstorm, procure and execute donations for the Live Auction, Online Auction, Raffle and Teacher Experiences. The two main groups in this category are the **Live** and **Online** Auction Subcommittees.
Group Experiences	Purpose: To brainstorm, procure and execute donations that support a select number of OTA community experiences (child and adult focused) to be available for purchase at the Wine and Dine. Also responsible for the coordination and logistics of the actual experiences.

Other Functions

Event Production	Purpose: To design and execute a design the maximizes available spaces and improves flow. Assists in the execution of logistics up to and during event.
Ticket Sales	Purpose: To maximize the attendance at the event through advance tickets sales to support cash flow. To establish goals and garner school support to achieve ticket sale goals.

Restaurant Donation Requests

Category	Description	Business Promotion
Live auction	Dinner for 12 and meet the chef	Your name mentioned in front of 500 event goers, promotion on social media
	Private chef at your home	
	Gift certificate - $200 or more	
Food vendor*	Main event - tasting for 400 people for 3 hours. Supply the staff and equipment	Logo and link to restaurant website posted online; promotion on social media
Food vendor *	VIP - tasting for 100 people for 1 hour. Supply the staff and equipment	Logo and link to restaurant website posted online; promotion on social media
Online auction	Gift certificates less than $200	Online auction

*All food vendor leads should be directed to Ilana Shupper. Ilana will identify the number of available slots for food vendors and the types of cuisine to pursue. If you have a restaurant that you feel might be a good match as a vendor, please coordinate with Ilana.