



PROJECT PROPOSAL

About our **COMPANY**



Bloom'n Events Co.' mission is to become a premier and sought after event activation and activity company that specialises in offering new, unique and engaging activities for all ages, incorporating wild crafts, art and gardening with food connection and sustainability concepts.

Bloom'n Events Co. will transform spaces into immersive experiences that captivate audiences with the aim to create lasting memories together with our vibrant team of staff who do what they love and love what they do.

With our collective experience of 40+ years in Shopping Centre Management Casual Leasing, together with years in Business Management, Agri-Business, Product Marketing and Placemaking, our Bloom'n Events Co. team understand the needs and ambition of spaces creating an engaging and lasting experience for our clients and their people.



Client's GOALS

hawaiian 



- 1 A one day event as part of a two week digital campaign promoting the "international" food offering at Hawaiian's Forrestfield, with the added goal of getting eyes on your exciting new retailer Taste of Italy.
- 2 "A World of Flavours"
Digital campaign, via your Neighbourhood Perks loyalty platform. It will consist of a food passport, where customers upload a copy of their receipts from participating foodies to be in the running for a family dining package from Taste of Italy.
- 3 The one day event will be held on Saturday 15th March 2025, outside in the playground (junction) area. The space area is limited so positioning needs to be strategic to not impact customer traffic flow. The event is proposed to run from 11am - 5pm. A formalised running sheet will be provided upon acceptance of the proposal.
- 4 Kids participate in a make your own favourite food station, consisting of crafting a non-edible pizza, gelato ice-cream, or taco. Kids then take their creative food piece to the redemption table and collect their preferred participating retailer voucher. The event is themed in an international way, complete with cultural entertainment, music, roving acts and international alfresco inspired decor and props. (Refer to concept proposal and mood board for details).

Event **CONCEPT**



'A WORLD OF FLAVOURS' - SATURDAY 15 MARCH 2025

KIDS ACTIVITIES

Three activity set options for kids to choose from; make your own craft pizza, taco and gelato icecream cone. Kids sit down to an Italian inspired alfresco tables, complete with dining set printed and laminated placemats to work from and create their food craft. A true authentic Italian alfresco dining vibe to their craft experience.

ALFRESCO DINING ACTIVITY LAYOUT

Activity tables will make kids feel like they've sat down at a dinner table in Italy, red and white checked linen, brightly striped and colourful European alfresco umbrellas, international all-countries flag bunting, a french-style food cart to redeem vouchers from, complete with bicycle, food basket with fresh bread and fruit props.

CULTURAL PERFORMANCES

A series of 2 cultural performances throughout the day; such as Croatian Folk Dancing & Singing in traditional attire, African Drum & Dance - where customers can enjoy the beats or get involved in the drumming themselves, Samba/Latin Music Dance with bright, bold and colourful costumes and an electric cultural vibe.

CHEFS & MINI CHEFS ATTIRE

Promotional staff in chef costume attire, together with mini chef hats and aprons for participating kids. Kids personalise their hat as "Chef Olivia" or "Junior Chef Justin" etc. taking them into a fun role play experience while embarking on their creative world of art and craft of their favourite food activity choice.

LIVE DJ - INTERNATIONAL CULTURAL MUSIC

A curated mixed blend of global sounds to create a relaxed, multicultural atmosphere. From Latin rhythms to Middle Eastern melodies, African beats to Mediterranean alfresco chill-out, Perfect for setting a laid-back vibe, offering a seamless fusion of cultures for a unique and inviting experience and ensuring constant background music throughout the day, in between other entertainment throughout the event.

ROVING ENTERTAINMENT

Dressed in authentic Italian attire, this duo offers a light-hearted, interactive experience that engages and entertains your customers. Whether playfully interacting with customers, miming the experience of tasting different flavours or just adding to the events ambience, they'll create lasting memories while enhancing a sense of fun and connection.

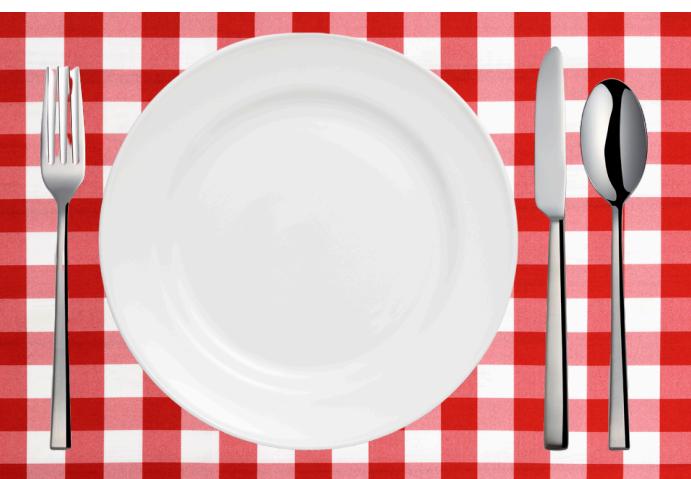
Mood BOARD



'A WORLD OF FLAVOURS'

SATURDAY 15TH MARCH | 11AM - 5PM







LIVE DJ - INTERNATIONAL CULTURAL MUSIC WITH DJ NEENZ

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Space PLAN



THE JUNCTION

EVENT ACTIVATION REQUIREMENTS:

ACTIVITY AREA - 3 X TABLES, 30 PAX KIDS - 16M²

VOUCHER REDEEMING 'FOOD CART KIOSK' - 6M²

DJ - 6M²





Reach out
ANYTIME

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