

## Event Plan (Approval-Ready): Gilded Hour — Mocktails & Charity Auction

<b>Event Name:</b>	<b>Gilded Hour: Mocktails &amp; Charity Auction</b>
<b>Date:</b>	<b>Friday, April 10</b>
<b>Location (Preferred):</b>	<b>Wilson Ballroom</b> (backup: PC Ballroom)
<b>Capacity Model:</b>	<b>Pre-registration required</b> ; first <b>100</b> students admitted (intentional “exclusive learning lab” scale)
<b>Partnering Orgs:</b>	Art Fellowship clubs / student artists (painting, sculpture, mixed media, etc.)
<b>Core Format:</b>	Networking → Silent Auction → Paddle Auction (stage) → Prize game
<b>Cause:</b>	<b>All auction proceeds go to charity</b> (final beneficiary confirmed with campus partners)
<b>Signature Aesthetic:</b>	Champagne flutes, gold trays, velvet rope, red carpet/backdrop, warm “gilded” vibe
<b>Prize Incentive:</b>	<b>AirPods Pro (3rd gen)</b> as headline prize (via points-based participation system)

### 1. Concept Summary (What it is)

#### One-sentence definition

**Gilded Hour** is a high-class, hands-on night where students learn how real auctions work while networking over mocktails—then bid on student-made art to raise money for charity.

#### What makes it different:

- It is not just “a social.” It is a **guided experience** that teaches **auction mechanics**, **social confidence**, and **how to function in elevated events**.
- It is not just “a fundraiser.” It is a **campus showcase** of creativity: artwork made by student artists through partnering art fellowships/clubs.
- It is not just “mocktails.” The bar is part of the aesthetic and training: champagne flutes, tray service, and intentional etiquette.

## 2. Why This Must Happen (The case that cannot be denied)

### The core need this solves at HPU

High Point is known for excellence, presentation, and premium experiences—yet most students graduate having **never actually practiced** the skills that matter in real professional social settings: walking into a room, starting conversations, reading a crowd, making a bid confidently, and understanding how auctions and charitable fundraising work. **Gilded Hour** turns that gap into a learning moment that feels fun, prestigious, and memorable.

### This event directly teaches:

- **Networking fundamentals:** how to approach, introduce, and hold a short conversation with confidence.
- **Auction literacy:** silent auction strategy, bid increments, value signaling, and how paddle auctions actually run.
- **Real-world readiness:** galas, fundraisers, and charity events are common in business/law/finance and high-level professional life.

### Why SGA:

- SGA can create a campus-wide, values-driven experience that is **inclusive, structured, and mission-aligned**.
- It showcases the best of HPU: **student talent, service, polish, and hands-on learning**.

## 3. Audience + Attendance Plan

**Admission model (intentional):** pre-registration required; first 100 students admitted.

### Why the cap is a feature (not a limitation):

- The event works best when people can **move, talk, and bid** without a packed-room bottleneck.
- A controlled size keeps the experience **premium** and makes the learning portion feel real.
- It ensures the silent auction is navigable and the paddle auction is audible, organized, and high energy.

## 4. Experience Design (Flow of the night)

### A. Arrival + “Gilded” Networking (warm start)

- Guests enter into a polished environment (backdrop/red carpet, warm lighting, gold accents).
- Mocktails served in champagne flutes; tray service with gold trays sets the tone.
- Optional short “how to network” prompts visible on tables (simple, non-criinge).

## B. Silent Auction (walking + bidding)

**Format:** artwork is displayed around the ballroom; guests circulate and place bids quietly.

**Why it's powerful:**

- It feels like a real fundraiser: browsing, comparing pieces, deciding value, and committing a bid.
- It naturally creates conversation: “Which piece are you bidding on?” is an easy opener.
- It supports charity in the cleanest way: the room becomes a marketplace of generosity.

## C. Paddle Auction (stage moment — big energy)

**Format:** select high-interest pieces (artist-requested or staff-curated) go to a live paddle auction on stage.

**Why this is the peak moment:**

- Students learn the intensity of live auctions: momentum, signaling, and crowd psychology.
- It creates a “headline” moment the room gathers for.
- It raises the most money quickly and visibly.

# 5. Charity + Art Partnership Model

**Artwork sourcing:**

- Partner with art fellowship clubs and student artists to create pieces (paint, sculpture, mixed media, etc.).
- Artists submit pieces by a set deadline; each includes a short placard (title, medium, artist name, short statement).
- Curate a balanced set: accessible bid-start items + a few premium/high-demand pieces for live auction.

**Charity handling (clean and transparent):**

- Publicly announce the beneficiary and the donation method beforehand.
- Track winning bids and deliver a post-event summary showing total raised.

## 6. Participation Incentive: Points → Prize Game (Drives bidding energy)

### Points system (initial draft; final math to be verified)

**Purpose:** encourage participation even for students who do not plan to win an auction, and reward charitable engagement.

- For every artwork you place a bid on (increasing the price), you earn **+1 point**.
- For every \$10 of winning bids (amount you win/purchase), you earn **+20 points**.
- Points convert into **chances** in a simple “one-shot” prize game (so you can win without being the richest bidder).

**Headline prize:** AirPods Pro (3rd gen).

### Why this works:

- It makes the event feel like a game, not a lecture.
- It rewards people who raise bids (charity benefit) even if they do not win the artwork.
- It keeps energy high and creates a clear “final moment”.

## 7. Venue Plan (Wilson Ballroom vs PC Ballroom)

### Wilson Ballroom is preferred because:

- It reads as more “event” and less “meeting”—better for the gilded aesthetic.
- It supports clear circulation for silent auction browsing.
- It supports a stage-facing moment for the paddle auction.

### Zoning (recommended):

- **Check-in + registration verification** (clipboards + labels + pens; fast entry)
- **Mocktail bar + tray pickup point**
- **Silent auction gallery loop** (art placed in a walkable circuit)
- **Stage + paddle auction seating pocket** (standing room + a few chairs)
- **Prize/game station** (visible but not blocking flow)

## 8. Staffing Plan (Simple, professional, controlled)

<b>Event Lead (1)</b>	Owns flow, announcements, decisions, and timing.
<b>Check-in Team (1)</b>	Verify preregistration; manage labels; explain points rules quickly.
<b>Bar Team (1)</b>	Mix/mocktail replenishment; champagne flute handling; tray resets.
<b>Tray Service Team (2–4)</b>	Circulate with gold trays (aesthetic + hospitality).
<b>Auction Floor Team (2)</b>	Monitor bid sheets; answer questions; prevent confusion; keep flow moving.
<b>Auctioneer + Stage Ops (2)</b>	Run paddle auction, manage paddles, call increments clearly.
<b>Score/Points Team (1)</b>	Track points fairly; convert to prize chances; keep game clean.

## 9. Run of Show (Tight and doable)

### ROS (draft)

- **T–90 Setup:** backdrop + red carpet + velvet rope; art placement; bid sheets; bar prep.
- **T–30 Staff huddle:** roles, points rules, auction rules, timing.
- **Doors** Check-in begins; mocktails begin; networking prompts active.
- **+20 min** Silent auction opens (guests circulate and bid).
- **Midpoint** Short “how auctions work” explanation (fast, not lecture-y).
- **+60–75 min** Silent auction final call; prepare stage pieces.
- **Paddle Auction** Live stage auction (high-energy, educational, charity-forward).
- **Finale** Points conversion → prize game → AirPods winner.
- **Close** Thank-you + charity total (or “total to be posted tomorrow”) + teardown.

## 10. Budget Snapshot (from current working sheet)

**Budget target:** ~ \$1,500 baseline event line, with current working total around ~ \$1,949 including additional decor/ops items (final alignment pending shared-asset decisions).

Category	Item (draft)	Qty	Est. Cost (\$)
Hydration/Service	Champagne flutes	96	80.00
Hydration	Simply Lemonade (52 fl oz)	13	45.37
Hydration	Pineapple juice (4 gal)	1	36.00
Hydration	Ginger ale (2L)	7	15.26
Hydration	Polar seltzer water	2	22.46
Hydration	Butterfly pea flower powder	1	15.00
Hydration	Ice bags	3	15.54
Hydration	Limes	10	2.50
Hydration	Blackberries	6	23.04
Hydration	Sugar	1	26.00
Decor	Tablecloth	1	87.00
Decor	Velvet rope	1	120.00
Photo Decor	Custom backdrop	1	259.00
Decor	Red carpet	1	66.00
Ops	Server tray (set)	6	35.00
Decor	Candles	3	18.00
Decor	Floral table piece	1	72.00
Prize	AirPods Pro (3rd gen)	1	219.00
Auction Ops	Paddles	4	92.00
Ops	Clipboards	30	48.00
Ops	Dry erase markers	2	16.68
Ops	Pens	3	42.00
Ops	Erasers	1	20.00
Ops	Card labels	30	14.00
Decor/Ops	Bar feature (aesthetic/utility)	1	196.00
<b>Working total (pre-final adjustments):</b>			~ \$1,949

**Cost-control note:** several items (decor/props/service pieces) can be treated as **shared assets used across multiple events** to reduce the effective cost attributed to this single program.

## 11. Marketing Hook (Elegant, exclusive, and meaningful)

### Poster-ready hook copy

**GILDED HOUR.** Champagne flutes. Gold trays. A room full of student-made art. Learn how auctions actually work, place bids in a real silent auction, then watch a live paddle auction on stage. **All proceeds go to charity.** Limited to the first **100** preregistered students. Come dressed sharp. Leave knowing how to network, sip, and bid like it's normal.

## 12. Approval Package (what we submit to lock this)

### Checkpoint #1:

- Concept + why it's needed (Sections 1–2)
- Venue request (Wilson Ballroom preferred) + preregistration cap plan
- Charity partnership framework + student art sourcing
- Budget snapshot + cost-control logic (reuse/shared assets)

### Checkpoint #2:

- Final list of art pieces + display map + bid sheet template
- Final points math + prize game rules (simple and fair)
- Staffing assignments + final ROS
- Marketing assets + preregistration link + capacity enforcement plan

*Gilded Hour is a premium, educational, charity-forward flagship that looks like HPU and teaches students how to move in real rooms.*