

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

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

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)

Event Lead (1)	Owns flow, announcements, decisions, and timing.
Check-in Team (1)	Verify preregistration; manage labels; explain points rules quickly.
Bar Team (1)	Mix/mocktail replenishment; champagne flute handling; tray resets.
Tray Service Team (2–4)	Circulate with gold trays (aesthetic + hospitality).
Auction Floor Team (2)	Monitor bid sheets; answer questions; prevent confusion; keep flow moving.
Auctioneer + Stage Ops (2)	Run paddle auction, manage paddles, call increments clearly.
Score/Points Team (1)	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
Working total (pre-final adjustments):			~ \$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.