

Event Plan: Flowers After Dark (All-Student Formal Dance)

Event Name:	Flowers After Dark
Core Idea:	A true, campus-wide prom-style dance that feels special, classy, and photogenic—not a frat party, not a Greek-only formal, not a small niche crowd.
Proposed Location:	Millis Athletic & Convocation Center (Gym) (capacity + open floor + scalable staging)
Audience:	All students (inclusive; especially valuable for non-Greek students who want a real dress-up, dance, and social night)
Target Time Window:	Evening event (doors ~8:00 PM; peak ~9:00–11:15 PM; final send-off by ~12:00 AM)
Attendance Goal:	500–800 expected (serve ~650)
Budget Target:	\$2,200 (spring update; includes decor + mocktails + food + photo moments; DJ in-house to save cost)
Signature Feature:	Cipher Match Cards (pair-matching social mechanic + raffle moment; reduces awkwardness, creates networking, and drives engagement)
Why SGA:	Only SGA can host an <i>all-school</i> formal with enough scale, legitimacy, and inclusivity to become a tradition.

1. Why This Needs to Happen (Student Demand + Emotional Case)

The real problem this solves

At High Point, students constantly say the same thing in different ways: **they want a real night out that feels like a memory**, not another routine party pattern. Greek formals exist, but they are usually:

- limited to a specific house + their crowd,
- Happens at after hours or needing transportation,
- not designed for the entire student body,
- and not built around **photos, tradition, and inclusivity**.
- Not meant to be like prom.

Flowers After Dark is the answer for the whole school: the reason to dress up, the reason to invite someone, the reason to show up with friends and actually dance. It is the kind of night people **talk about beforehand** and **remember afterward**. When students hear “formal dance,” ears perk up immediately because it’s missing on campus at scale.

What students get emotionally:

- The prom feeling again: dressing up, lights, music, a crowd that actually wants to dance.
- A clean, safe, high-energy space that is **not** centered around the negatives students complain about.
- A night that makes HPU feel connected (Greek + non-Greek + athletes + commuters + everyone).
- Photos that look like a movie: step-and-repeat, red carpet, lighting, and a consistent aesthetic.

What SGA gets strategically:

- A flagship Class of 2029 tradition with measurable turnout and long-term credibility.
- A format that scales: we can run it at 300 or 800 and it still works.
- An event students will ask for every year (built-in demand).

2. Concept Summary (Explain it to someone who has never heard of it)

Flowers After Dark is a campus-wide formal dance: a big, open dance floor; lights; curated music; photo moments; mocktails; and small interactive elements that make it feel **alive** and **social**, not awkward.

It is designed to be:

- **Classy but not try-hard** (prom-night vibe, not stiff gala).
- **High energy** (real dancing, real crowd momentum).
- **Inclusive** (the whole campus, not one organization's guest list).
- **Photogenic** (red carpet + step-and-repeat + lighting cues).
- **Social by design** (Cipher Match cards break the ice and make networking natural).

3. Location Plan: Millis Gym (Why it's the correct venue)

Why Millis Gym works operationally

- **Capacity + safety:** supports a large crowd with clear entry/exit flow.
- **True dance floor:** wide open space allows real dancing without congestion.
- **Scalable staging:** DJ table, speaker placement, optional uplights/fog moments.
- **Photo zone separation:** step-and-repeat + red carpet can live on one side without blocking dance traffic.
- **Fast setup/teardown:** crews can load in props, lights, and signage efficiently.

Layout zones (high-level):

- **Entrance + Check-in**
- **Red Carpet + Step-and-Repeat Backdrop** (high-traffic, continuous photos)
- **Main Dance Floor** (center)
- **DJ + Speaker Line** (one end)
- **LED L-Shape Bar (Mocktails)** (side; prevents crowding the dance floor)
- **Chill/Conversation Edge** (perimeter seating/standing; keeps inclusion for non-dancers)
- A room with quieter music made for people who don't want to be left out, but can't enjoy the main stage or just wanting a break.

4. Creative Direction (Vibe + Visual Language)

Design goal: a formal that feels **modern, cinematic, and shareable**, not cheesy or random.

- **Mood:** romantic-night energy + fun + confidence (the “this is a real night” feeling).
- **Color language:** warm ambers + gold accents + soft florals (“Flowers After Dark”) with controlled lighting.
- **Props/resources:** reuse proven speakers + theatre props + prior decor components to keep cost efficient while still looking premium.
- **Signature visuals:** step-and-repeat + red carpet + intentional lighting cues for highlight moments.

5. Signature Feature: Cipher Match Cards (Social Engine)

Cipher Match: why it matters

People overthink socials. They show up wondering who they will talk to, whether it'll be awkward, and whether they'll just stand around. Cipher Match fixes that by giving everyone a **low-pressure mission**: find your matching half. It creates instant conversation, movement, and networking—and it keeps guests engaged beyond just dancing.

Spec + flow (ready for execution):

- **Quantity:** 240 pairs (480 halves) distributed in 4 **staggered sets** so friend groups don't all pull from the same stack (covers ~600 guests).
- **Card spec:** 3.5 in × 2 in, heavy cover stock; black background with gold text; labeled “Cipher Match” with pair name.

- **Process:** guest receives one half at check-in → find matching half → both return to prize table → staff verifies match → names/emails logged for prize.
- **Cipher Match close:** entries close **11:05 PM**; announce winner live **after awards** (~11:20 PM).

Why it reduces risk:

- People circulate (less wall-hugging, less awkward clustering).
- Built-in conversation starter (especially for non-Greek students).
- Makes the night feel designed, not thrown together.

6. Programming Moments (Keeps energy structured, not random)

Optional awards (quick, fun, and photogenic):

- Masquerade Royalty (or “Formal Court”) — QR vote
- Best Dressed Duo/Group — QR vote
- Star of the Night — staff-scouted
- Viral Moment — staff panel pick

Announcement block: planned for ~**11:15 PM** so it becomes a peak moment (crowd gathers, phones out, big cheers), then raffle winner announcement afterward.

7. Food + Mocktails (The right amount, the right way)

Principle: This is a dance first. Food supports stamina, comfort, and vibe.

Mocktail Bar (LED L-Shape Bar)

Why it works: looks premium in photos, gives people something to do besides just dance, and feels like a real event.

Sample menu (12 oz cups):

- **Panther Glow:** lemonade + blue-tinted seltzer + ice (butterfly-pea concentrate)
- **Golden Hour:** pineapple + ginger ale + lime + ice
- **Nightshade Berry:** lemonade + water + blackberry syrup + ice

Food (simple, popular, efficient)

- Late-night friendly items: pizza, donut holes, candy/snacks, pretzels, ferrero-style treats.
- Served from a side station to avoid blocking the dance floor.

8. Operations & Staffing (This is what makes it feel professional)

Key cost saver: in-house DJ (not paid externally) + reuse of **speakers** from prior events.

Staff roles (recommended)

Event Lead (1)	Owens timeline, decisions, announcements, and escalation.
Check-in Team (3)	Entry flow + Cipher Match distribution + wristbands/IDs as required.
Floor Ops (3)	Crowd safety, traffic flow, keep zones clear, respond to issues.
Bar Team (1)	Mocktail dispensing + restock + ice/cups control.
Prize Team (2)	Cipher verification + log + prize control.
Photo Zone Team (2)	Step-and-repeat line management + lighting consistency.
AV/Lights Liaison (2)	Coordinate speakers, uplights, cues, and any theatre props.
Cleanup Crew (4+)	Fast teardown, trash sweep, final walkthrough.

Staffing note: Use shifts so nobody burns out; peak staffing from 8:00–11:30 PM.

9. Run of Show (Draft)

ROS Outline (operational)

- **5:30 PM** Load-in + power test + cable routing; begin props staging.
- **6:00 PM** Install canopy/feature lighting; bar station build; test speakers.
- **6:30 PM** Step-and-repeat + red carpet placed; signage up; check-in layout finalized.
- **7:15 PM** Mocktail bar prep; ice and cups staged; final zone walk.
- **7:45 PM** Full rehearsal: DJ cue check + lighting test; staff huddle.
- **8:00 PM DOORS OPEN** — music walk-in begins; Cipher Match cards distributed at check-in.
- **8:30 PM** Peak arrivals; photo zone and dance floor fully active.
- **10:45 PM** Begin reminder push for Cipher Match closing at 11:05 PM.
- **11:05 PM** Cipher entries close; prize table locks final log.
- **11:15 PM** Awards moment (fast, fun, loud).
- **11:20 PM** Raffle winner announcement (headline prize moment).
- **12:00 AM** Lights up; last song/send-off; crowd exit begins.
- **12:10–1:15 AM** Teardown: props down, trash sweep, final facilities walkthrough.

10. Budget (Target: \$2,200)

Budget philosophy: spend on what creates the feeling (lights, photo moments, mocktails, crowd energy), not on unnecessary complexity.

Core expense buckets

- **Hydration/Mocktails:** lemonade, seltzer, juices, ginger ale, butterfly-pea powder, ice, cups, limes.
- **Food:** pizza + donut holes + candy/snacks + pretzels + small treats.
- **Decor/Atmosphere:** uplighting, fog moments (optional), themed props, pillars, “LOVE” letters (optional), confetti moment (optional).
- **Experience add-ons:** step-and-repeat backdrop + red carpet; optional 360 booth if available within cost.
- **Prizes:** 1 headline + a few smaller prizes (paired with awards/raffle).

- **Required items:** card stock printing + wristbands/tickets + signage.

Cost-control highlights (why this is realistic)

- **DJ in-house** ⇒ major savings versus paid external talent.
- **Speakers reused** from prior events ⇒ avoids rental costs.
- **Theatre props leveraged** ⇒ premium look without premium spend.
- Money goes to **what students actually feel**: lights, photos, energy, and comfort.

11. Risk & Mitigation

“This is too hard” (scope fear)	The structure is already mapped: zones, staffing, ROS, supplies, and signature activation. Execution is modular; each team owns a lane.
Crowd management	Millis allows clear traffic flow; floor ops + check-in queue design + separate photo/bar zones.
Awkwardness / low engagement	Cipher Match forces movement and conversation; awards/raffle create peak moments.
Budget creep	DJ/speakers/props savings + tight buckets; optional items only if under target.
Low turnout	This is inherently in-demand: students talk about wanting a real dance; not Greek-limited; marketed as a flagship.

12. Approval Package (What we will submit)

Checkpoint #1 (Concept + venue request):

- Concept summary + why it’s needed (Sections 1–2)
- Proposed date/time window + venue request (Millis Gym)
- Attendance plan + inclusivity framing
- Signature feature summary (Cipher Match)

Checkpoint #2 (Detailed plan):

- Final layout map (zones + entry/exit + tables)
- Final supply order list + budget sheet (bucketed)
- Work orders / IT / AV requests + staffing assignments
- Final ROS (times + cue points)

- Marketing deliverables (poster + caption bank + schedule)

Flowers After Dark is designed as a flagship, repeatable HPU tradition: inclusive, photogenic, and genuinely fun.