

# Origin Hair Collective — Official Launch Party Plan

Saturday, June 13, 2026 | Mississauga, Ontario

## TABLE OF CONTENTS

- 1. [Why June 13, 2026](#)
- 2. [Event Vision & Goals](#)
- 3. [Venue Options](#)
- 4. [Event Format & Schedule](#)
- 5. [Guest List & Invitations](#)
- 6. [Vendor & Partner Coordination](#)
- 7. [Branding & Decor](#)
- 8. [Content Capture Strategy](#)
- 9. [Launch Party Promotions & Sales](#)
- 10. [Budget](#)
- 11. [Roadmap & Timeline](#)
- 12. [Day-Of Checklist](#)
- 13. [Post-Event Follow-Up](#)
- 14. [Risk Mitigation](#)

## 1. WHY JUNE 13, 2026

The launch party date is strategically chosen based on the Origin Hair Collective business plan roadmap:

Milestone	Timing
Business plan finalized	February 2026
Phase 1: Foundation (legal, suppliers)	Weeks 1-4 (~Feb-Mar 2026)
Phase 2: Brand Building (website, content)	Weeks 5-8 (~Mar-Apr 2026)
Phase 3: Inventory & Launch Prep	Weeks 9-12 (~Apr-May 2026)
<b>Phase 4: Soft Launch (website goes live)</b>	<b>Week 13 (~May 5-12, 2026)</b>
<b>Official Launch Party</b>	<b>Saturday, June 13, 2026</b>
Phase 4: Early Growth continues	Weeks 14-16 (~May-Jun 2026)

### Why this date works:

- **~5 weeks after soft launch** — enough time to fulfill initial orders, collect first reviews/photos, and validate product-market fit before a public event
- **Real social proof available** — early customers can attend and share their experiences; have actual before/after content to showcase
- **Weather** — mid-June in Mississauga is warm and ideal for an outdoor or indoor/outdoor event
- **Before summer vacations** — catches the GTA audience before July/August travel season
- **Saturday evening** — maximizes attendance for working women (core demographic: 18-45)
- **Cultural timing** — aligns with wedding/event season when demand for premium hair peaks

## 2. EVENT VISION & GOALS

### Vision

A high-energy, culture-forward celebration that introduces Origin Hair Collective to the GTA market. The event should feel like an exclusive VIP experience — not a sales pitch. Think: music, cocktails, live hair demos, influencer meet-and-greet, photo moments, and a curated luxury unboxing experience.

### Goals

Goal	Target	How to Measure
Brand awareness	50-100 attendees	Headcount + RSVP list
Social media reach	50,000+ impressions from event content	Instagram/TikTok analytics
Email list growth	50+ new sign-ups at event	Klaviyo list tracking
Launch-day sales	\$1,500-\$3,000 in on-site + online orders	Shopify + Square POS
Influencer partnerships	3-5 new ambassador sign-ups	Follow-up conversations
Salon leads	3-5 salon owners/stylists attend	Business card collection
Media/press	1-2 local media mentions or blog features	Outreach tracking
Community building	Build initial loyal customer base	Post-event engagement

## 3. VENUE OPTIONS

### Requirements

- Capacity: 50-100 guests
- Location: Mississauga or west Toronto (accessible to Peel Region + GTA)
- Aesthetic: Modern, clean, good lighting for photos/video
- Amenities: Electrical outlets, mirrors (for hair demos), parking, washrooms
- Availability: Saturday evening (5:00 PM - 10:00 PM)
- Budget: \$500-\$2,500 for venue rental

### Venue Options (Mississauga / West GTA)

Venue	Type	Capacity	Est. Cost	Pros	Cons
Small Banquet Hall (Mississauga)	Private event space	50-120	\$800-\$2,000	Full control, catering options, parking	Higher cost
Restaurant Private Dining Room	Semi-private	30-60	\$500-\$1,500 (min spend)	Built-in catering/bar, atmosphere	Less customizable
Salon/Barbershop After-Hours	Partner salon	30-50	\$0-\$500 (barter/partnership)	Authentic setting, mirrors, chairs	Limited space

<b>Community Centre (Mississauga)</b>	Multi-purpose room	50-150	\$200-\$600	Affordable, parking, accessible	Less glamorous (needs heavy decor)
<b>Art Gallery / Loft Space</b>	Creative venue	40-80	\$1,000-\$2,500	Aesthetic, great for photos	May need outside catering
<b>Outdoor Pop-Up (park/patio)</b>	Open air	50-100+	\$200-\$500 (permits)	Weather-dependent buzz, free-flowing	Weather risk, limited power

**Recommended**

**Option 1 (Budget-Friendly):** Partner with a local salon for an after-hours event. Exchange promotion, product gifting, and a commission code for free or reduced venue cost. The salon setting is on-brand and provides built-in mirrors and styling stations for live demos.

**Option 2 (Strong Launch):** Rent a small banquet hall or loft space in Mississauga (\$1,000-\$1,500). Full creative control, better capacity, and a more "official" feel for press and influencer content.

4. EVENT FORMAT & SCHEDULE

Event: 5:00 PM - 10:00 PM (5 hours)

Time	Activity	Details
5:00 - 5:30 PM	Doors Open / Red Carpet Arrivals	Photo wall, welcome drinks, DJ playing, step-and-repeat with Origin Hair Collective branding
5:30 - 6:00 PM	Mingle & Shop	Guests browse product displays, touch and feel textures, explore the collection
6:00 - 6:15 PM	Welcome & Brand Story	Founder speech: the Origin Hair Collective story, mission, what makes the brand different
6:15 - 7:00 PM	Live Hair Transformation Demo	Professional stylist installs hair live on a model — before/after reveal. Audience watches + films
7:00 - 7:30 PM	Influencer Panel / Q&A	2-3 local influencers discuss hair confidence, styling tips, and their experience with Origin Hair products
7:30 - 8:00 PM	Giveaway Draws	Raffle prizes: free bundles, bundle deals, styling sessions, gift cards
8:00 - 9:30 PM	Open Shopping + Networking	DJ, cocktails, product sales, networking. Stylists and salon owners can discuss wholesale
9:30 - 10:00 PM	Last Call & Thank You	Final shopping push, distribute swag bags, collect emails, group photo

Key Experience Touchpoints

- **Product Touch Bar** — Every texture and length displayed on mannequin heads with labels. Guests can run their fingers through the hair, compare textures, and feel quality
- **Unboxing Station** — A curated display showing the premium packaging experience (satin bags, magnetic boxes, branded bonnets)

- **Photo Booth / Selfie Wall** — Branded backdrop with ring lights; guests tag @OriginHairCollective for a chance to win
  - **Hair Consultation Corner** — Founder or stylist offers free 5-minute consultations on which products fit each guest
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## 5. GUEST LIST & INVITATIONS

### Target Guest Categories

Category	Target #	How to Invite
Friends, family, personal network	15-20	Personal text/call + formal invite
Early customers (from soft launch)	5-10	Email + DM with VIP invite
Local nano/micro influencers (1K-10K)	10-15	DM + email pitch with details
Mid-tier influencers (10K-50K)	3-5	Personalized DM + gifted product
Local salon owners/stylists	5-10	In-person visit + printed invite
Beauty bloggers / content creators	5-8	Email pitch + press kit
Local media (bloggers, community press)	2-3	Press release + invite
General public (social media followers)	20-30	Instagram/TikTok event announcement + RSVP link
<b>Total target</b>	<b>65-101</b>	

### Invitation Timeline

When	Action
May 11 (5 weeks out)	Save-the-date posts on Instagram/TikTok
May 18 (4 weeks out)	Send formal invitations to influencers, stylists, media
May 25 (3 weeks out)	Open RSVP to general public (Eventbrite free event or limited tickets)
June 1 (2 weeks out)	Reminder posts + Stories countdown
June 8 (5 days out)	Final reminder email + DM to confirmed guests
June 12 (1 day out)	"See you tomorrow!" story + logistics reminder

### Invitation Design

- Digital invite designed in Canva matching brand colors and aesthetic
  - Include: date, time, venue address, dress code (elevated casual / "come cute"), RSVP link, social handles
  - Physical printed invites for VIP guests and salon owners (premium card stock matching business cards)
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## 6. VENDOR & PARTNER COORDINATION

## Essential Vendors

Vendor	Purpose	Est. Cost (CAD)	Notes
DJ	Music, vibe, MC announcements	\$300-\$600	Local DJ; could barter for social media promotion
Catering / Food	Light bites (charcuterie, finger foods)	\$300-\$800	Consider Caribbean/African-inspired options to reflect community
Bartender + Drinks	Signature cocktails + non-alcoholic options	\$200-\$500	"The Origin" signature drink; check venue liquor license
Professional Stylist	Live hair transformation demo	\$200-\$400 + free product	Partner with a local stylist; they get promotion and product
Model	Live demo recipient	\$0-\$100 + free hair	Use a friend, customer, or aspiring model
Photographer	Professional event photos	\$300-\$600	3-4 hours; delivers edited gallery in 5-7 days
Videographer	Event recap video for social media	\$400-\$800	60-90 second recap reel for Instagram/TikTok
Event decor / florist	Balloons, florals, signage	\$150-\$400	Gold/black theme; balloon arch for photo wall

## Strategic Partners

Partner	What They Provide	What You Offer
Local salon	Venue or stylist for demo	Promotion, product, wholesale pricing
Makeup artist	Touch-up station for guests	Social promotion, cross-marketing
Local Black-owned businesses	Cross-promotion, swag bag items	Vendor table, exposure to your audience
Beauty school	Student volunteers for help	Experience, portfolio content, networking

# 7. BRANDING & DECOR

## Theme & Aesthetic

- **Color palette:** Black, gold, and white (luxury, elegant, high-end)
- **Accent:** Rose gold or champagne tones
- **Vibe:** Upscale but welcoming — Black girl luxury meets community celebration
- **Mood board references:** Sephora launch events, luxury brand pop-ups, beauty influencer meet-and-greets

## Decor Checklist

Item	Qty	Est. Cost
Step-and-repeat banner (8'x8') with logo	1	\$100-\$250
Balloon arch (black, gold, white)	1	\$50-\$150 (DIY) or \$150-\$300 (vendor)

Mannequin heads with styled hair	5-8	\$40-\$80 (reusable investment)
Table linens (black or white)	4-6	\$30-\$60 (rental)
Gold/acrylic signage ("Welcome," "Shop," "Touch Bar")	3-5	\$30-\$80 (Canva + local print)
String lights or LED strip lighting	As needed	\$20-\$50
Fresh flowers (gold vases)	3-5 arrangements	\$40-\$100
Branded napkins/cups	100	\$30-\$60
Product display shelving/risers	2-3	\$30-\$60
Ring light (selfie station)	1-2	Already owned
<b>Total decor</b>		<b>\$370-\$890</b>

Swag Bags (For First 50 Guests)

Item	Cost per Bag
Branded tote or satin pouch	\$2-\$5
Mini hair care product (oil or leave-in sample)	\$2-\$4
Discount card (15% off first order)	\$0.15
Business card	\$0.10
Branded sticker	\$0.10
Hair bonnet or scrunchie (branded)	\$2-\$5
<b>Total per swag bag</b>	<b>\$6.35-\$14.35</b>
<b>Total for 50 bags</b>	<b>\$318-\$718</b>

8. CONTENT CAPTURE STRATEGY

The launch party is as much a content creation event as it is a celebration. Every moment should be captured for weeks of social media content.

Content Plan

Content Type	Platform	Captured By	Deliverable
Professional event photos	Instagram, website	Hired photographer	50-100 edited photos (5-7 day turnaround)
Event recap video (60-90 sec)	Instagram Reels, TikTok, YouTube Shorts	Hired videographer	1 polished recap video (3-5 day turnaround)
Behind-the-scenes stories	Instagram Stories, TikTok	Founder (you)	Real-time posting throughout event

Guest testimonials (selfie-style)	TikTok, Instagram Reels	Guests + prompting	"What do you think of Origin Hair?" clips
Live hair transformation	Instagram Live, TikTok Live	Tripod + phone	20-30 min live during demo segment
Photo booth content	Instagram, TikTok	Guests (self-serve)	User-generated content tagged @OriginHairCollective
Product close-ups	Instagram, Pinterest	Photographer + phone	Texture shots, packaging, display setup
Influencer content	Their own platforms	Attending influencers	Their own posts/stories tagging the brand

### Hashtags for the Event

- **Branded:** #OriginHairLaunch #OriginHairCollective #OriginHairCanada
- **Event:** #OriginLaunchParty #OriginHairGTA
- **General:** #hairextensions #gtahair #mississaugaevent #blackownedcanada #blackownedbusiness #torontohair #launchparty

### Content Calendar (Post-Event)

Day After Event	Content
Day 1 (June 14)	Thank you post + best group photo
Day 2 (June 15)	Recap reel / video
Day 3-4	Photo carousel: highlights from the night
Day 5-7	Individual influencer feature posts
Week 2	Hair transformation before/after from the live demo
Week 2-3	Repost guest content (UGC)
Week 3-4	"In case you missed it" recap + ongoing promotion

## 9. LAUNCH PARTY PROMOTIONS & SALES

### On-Site Sales Setup

- **POS system:** Shopify POS (included with Shopify plan) + card reader (\$49 one-time or use Shopify Tap to Pay)
- **Cash box:** For cash sales (have \$100 in small bills for change)
- **Product display:** Full range organized by texture, length, and price point
- **Price tags:** Clear, branded price cards on each display

### Launch Party Exclusive Deals

Promotion	Details	Purpose
Launch Day Bundle Deal	3 bundles + closure for 20% off	Drive high-value orders

<b>First 20 Orders</b>	Free branded bonnet with purchase	Create urgency
<b>RSVP Discount</b>	15% off online orders for event attendees (code: ORIGINLAUNCH)	Drive post-event online sales
<b>Referral Cards</b>	"Give \$15, Get \$15" cards in every swag bag	Seed the referral program
<b>Ambassador Sign-Up</b>	Interested influencers can apply on-site	Grow ambassador network
<b>Salon Wholesale Info</b>	Printed wholesale pricing sheets for stylist/salon attendees	Generate B2B leads

### Email Capture

- Tablet or phone at registration table for email sign-up (Klaviyo form)
  - Incentive: Sign up = entered in raffle for free bundle set
  - QR code on table displays linking to email sign-up
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## 10. BUDGET

### Minimum Budget (DIY-Heavy)

Category	Cost (CAD)
Venue (salon partnership/community centre)	\$200-\$500
Food & drinks	\$300-\$500
DJ / music	\$0-\$300 (Spotify playlist as backup)
Decor	\$200-\$400
Photographer	\$300-\$500
Videographer	\$0 (DIY with phone)
Swag bags (50)	\$318-\$500
Stylist for demo	\$0-\$200 (product exchange)
Printed materials (invites, signage)	\$50-\$100
POS equipment	\$0-\$49
Miscellaneous	\$100-\$200
<b>TOTAL MINIMUM</b>	<b>\$1,468 - \$3,249</b>

### Recommended Budget (Strong Impression)

Category	Cost (CAD)
Venue (banquet hall/loft)	\$800-\$1,500
Food & drinks (catered)	\$500-\$800



DJ	\$300-\$600
Decor (balloon arch, signage, florals)	\$370-\$600
Photographer	\$400-\$600
Videographer	\$400-\$800
Swag bags (50)	\$500-\$718
Stylist for demo	\$200-\$400
Printed materials	\$80-\$150
POS equipment	\$49
Miscellaneous	\$200-\$400
<b>TOTAL RECOMMENDED</b>	<b>\$3,799 - \$6,617</b>

Ideal Budget (Premium Launch)

Category	Cost (CAD)
Venue (upscale loft/event space)	\$1,500-\$2,500
Food & drinks (full catering + bartender)	\$800-\$1,500
DJ + MC	\$500-\$800
Decor (professional event styling)	\$600-\$1,000
Photographer	\$500-\$800
Videographer	\$600-\$1,000
Swag bags (75-100)	\$750-\$1,435
Stylist + model for demo	\$400-\$600
Printed materials + signage	\$150-\$250
POS equipment	\$49
Influencer gifting (10 VIP bags)	\$400-\$750
Event insurance	\$100-\$200
Miscellaneous	\$300-\$500
<b>TOTAL IDEAL</b>	<b>\$6,654 - \$11,384</b>

Budget Context

From the business plan, the recommended startup budget allocates \$1,930-\$3,660 for 3 months of marketing. The launch party replaces a portion of Month 2-3 marketing spend and serves as the single highest-impact marketing event of Year 1. At the recommended tier (\$3,799-\$6,617), it is a significant but justifiable investment that generates content, press, leads, and sales that compound over months.

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# 11. ROADMAP & TIMELINE

## 8-Week Launch Party Preparation

### Week 1 (April 20-26): Planning & Venue

- ☐ Finalize launch party date (June 13, 2026)
- ☐ Define budget tier (minimum / recommended / ideal)
- ☐ Research and contact 3-5 venue options
- ☐ Visit top 2-3 venues in person
- ☐ Book venue and sign contract / pay deposit
- ☐ Create event planning spreadsheet (budget tracker, vendor contacts, timeline)

### Week 2 (April 27 - May 3): Vendors & Partners

- ☐ Book DJ
- ☐ Book photographer
- ☐ Book videographer (if budget allows)
- ☐ Reach out to local stylist for live demo partnership
- ☐ Contact 2-3 potential partner businesses for cross-promotion / swag bag contributions
- ☐ Identify and reach out to model for live demo
- ☐ Research catering options and request quotes

### Week 3 (May 4-10): Invitations & Marketing Collateral

- ☐ Design digital invitation (Canva)
- ☐ Design physical VIP invitations (for influencers, salon owners)
- ☐ Create Eventbrite page or RSVP landing page
- ☐ Design step-and-repeat banner artwork and order print
- ☐ Design event signage (welcome sign, product labels, photo booth sign)
- ☐ Order swag bag items (bonnets, tote bags, sample products)
- ☐ Book caterer / finalize food and drink menu

### Week 4 (May 11-17): Outreach Begins

- ☐ Post "Save the Date" on Instagram and TikTok
- ☐ Send formal invitations to influencers and media (email + DM)
- ☐ Visit local salons with printed invitations (target 5-10 salons)
- ☐ Send invitations to personal network (friends, family)
- ☐ Email early customers / soft launch buyers with VIP invite
- ☐ Confirm all vendor bookings and share event timeline
- ☐ Order printed materials (invites, price cards, referral cards)

### Week 5 (May 18-24): Content & Promotions Setup

- ☐ Create launch party promotional content (countdown graphics, teaser videos)
- ☐ Set up launch-day discount codes in Shopify (ORIGINLAUNCH)
- ☐ Prepare wholesale pricing sheets for salon attendees
- ☐ Design and print raffle tickets

- ☐ Create ambassador application form (Google Form or Typeform)
- ☐ Set up Klaviyo email sign-up form for event tablet
- ☐ Plan and script the founder speech (3-5 minutes)

### **Week 6 (May 25-31): Public RSVP & Buzz Building**

- ☐ Open RSVP to general public (share Eventbrite link)
- ☐ Post 3-4x per week about the launch party on Instagram/TikTok
- ☐ Share behind-the-scenes prep content (picking decor, packaging swag bags, venue preview)
- ☐ Confirm guest list and track RSVPs
- ☐ Order any remaining supplies (cups, napkins, decor items)
- ☐ Confirm caterer headcount and final menu
- ☐ Prepare product inventory for on-site sales (count, label, organize)

### **Week 7 (June 1-7): Final Preparations**

- ☐ Send reminder emails/DMs to all confirmed guests
- ☐ Post daily countdown Stories on Instagram
- ☐ Assemble swag bags
- ☐ Set up Shopify POS and test card reader
- ☐ Prepare cash float (\$100 in small bills)
- ☐ Create event-day run sheet with minute-by-minute timeline
- ☐ Confirm all vendors: DJ, photographer, videographer, caterer, stylist
- ☐ Prepare mannequin heads with styled hair for display
- ☐ Do a test run of the founder speech
- ☐ Charge all devices (phones, ring lights, card reader)

### **Week 8 (June 8-13): Event Week**

#### **Monday-Thursday (June 8-11):**

- ☐ Final social media push ("This Saturday!" posts)
- ☐ Send "See you Saturday!" email to guest list
- ☐ Pick up any remaining supplies
- ☐ Confirm final headcount with caterer

#### **Friday, June 12 (Day Before):**

- ☐ Load car with all supplies, decor, products, equipment
- ☐ If venue allows: set up decor, displays, photo wall evening before
- ☐ Charge all devices overnight
- ☐ Lay out outfit for tomorrow
- ☐ Get a good night's sleep

#### **Saturday, June 13 (Event Day):**

- ☐ See Day-Of Checklist below

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## **12. DAY-OF CHECKLIST**

## Morning (9:00 AM - 12:00 PM)

- ☐ Final social media post: "Tonight's the night!" with venue/time reminder
- ☐ Confirm all vendors via text (DJ, photographer, videographer, caterer, stylist)
- ☐ Gather all supplies and load vehicle

## Setup (1:00 PM - 4:30 PM)

- ☐ Arrive at venue
- ☐ Set up photo wall / step-and-repeat banner
- ☐ Set up balloon arch / decor
- ☐ Arrange product display tables with mannequin heads
- ☐ Set up "Touch Bar" with texture samples
- ☐ Set up POS station (card reader, cash box, bags)
- ☐ Set up email sign-up tablet at registration table
- ☐ Arrange swag bags at exit area
- ☐ Set up selfie station with ring light
- ☐ Set up DJ equipment and test sound
- ☐ Set up food/drink area
- ☐ Set up stylist station for live demo (mirror, chair, tools, products)
- ☐ Place signage throughout venue
- ☐ Test lighting and adjust for best photo quality
- ☐ Do a walk-through of the full guest experience
- ☐ Brief any volunteers/helpers on their roles

## Doors Open (5:00 PM)

- ☐ Start Instagram Live / TikTok as doors open
- ☐ Greet every guest personally
- ☐ Ensure photographer is capturing arrivals
- ☐ Have registration table staffed (email sign-up + raffle entry)
- ☐ Distribute welcome drinks

## During Event (5:00 PM - 10:00 PM)

- ☐ Post Stories every 30-45 minutes
- ☐ Ensure photographer captures key moments (demo, speech, crowd shots, product displays)
- ☐ Introduce influencers to each other and to the brand
- ☐ Collect guest testimonials on camera ("What do you think of Origin Hair?")
- ☐ During speech: thank attendees, share the brand story, announce promotions
- ☐ During demo: ensure crowd can see; encourage filming
- ☐ Draw raffle winners and announce
- ☐ Circulate and network with salon owners/stylists
- ☐ Monitor product sales and restock display as needed
- ☐ Have fun and enjoy the moment

## Wrap-Up (9:30 PM - 10:30 PM)

- ☐ Announce last call for shopping
  - ☐ Distribute swag bags to remaining guests
  - ☐ Take group photo
  - ☐ Thank DJ, photographer, videographer, caterer, stylist
  - ☐ Begin breakdown and cleanup
  - ☐ Collect any leftover supplies, signage, unsold product
  - ☐ Settle vendor payments (if not pre-paid)
  - ☐ Post a final "Thank you" Story from the venue
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# 13. POST-EVENT FOLLOW-UP

## Immediate (Day 1-3)

- ☐ Post thank you message on Instagram with best group photo (June 14)
- ☐ Send thank you email to all attendees with discount code reminder (ORIGINLAUNCH - valid 7 days)
- ☐ Share event recap reel on Instagram and TikTok (June 15)
- ☐ DM every influencer who attended — thank them, ask about their experience, discuss ongoing partnership
- ☐ Follow up with salon owners/stylists who expressed wholesale interest
- ☐ Follow up with ambassador applicants

## Week 1 Post-Event

- ☐ Post photo carousel of event highlights
- ☐ Repost guest UGC content (tag and thank them)
- ☐ Share individual influencer features
- ☐ Publish blog post: "Inside the Origin Hair Collective Launch Party"
- ☐ Add event photos to website gallery

## Week 2-4 Post-Event

- ☐ Post hair transformation before/after from the live demo
- ☐ Continue sharing UGC and event content
- ☐ Convert launch party leads into customers with targeted email follow-ups
- ☐ Onboard new brand ambassadors
- ☐ Send wholesale proposals to interested salon owners
- ☐ Analyze event ROI: total spend vs. sales + email sign-ups + social growth + leads generated

## Metrics to Track

Metric	How to Measure
Total attendance	Registration count
On-site revenue	Shopify POS + cash sales

Online revenue (ORIGINLAUNCH code)	Shopify discount code analytics
New email subscribers	Klaviyo list growth
Instagram follower growth (launch week)	Before/after count
TikTok follower growth (launch week)	Before/after count
Event content impressions (2 weeks)	Instagram + TikTok analytics
UGC posts created by guests	Hashtag tracking
Ambassador sign-ups	Application form submissions
Salon/wholesale leads	Business cards collected + follow-up responses
Media mentions	Google Alerts + manual tracking

## 14. RISK MITIGATION

Risk	Likelihood	Impact	Mitigation
Low attendance	Medium	High	Over-invite by 30-40%; create FOMO with "limited spots" messaging; personal follow-up with RSVPs
Weather (if outdoor element)	Low-Medium	Medium	Have indoor backup plan; June weather in Mississauga is generally reliable
Vendor no-show	Low	High	Confirm all vendors 1 week + 1 day before; have backup DJ playlist; know a backup photographer
Product sells out	Low	Medium	Bring 20% more inventory than expected; take orders for anything out of stock
Tech failure (POS, WiFi)	Low-Medium	Medium	Have cash as backup; bring portable WiFi hotspot; test all equipment day before
Low on-site sales	Medium	Low	The event's primary value is brand awareness and content, not same-day revenue; post-event code captures delayed purchases
Negative social media	Very Low	Medium	Deliver a great experience; address any concerns immediately and professionally
Over budget	Medium	Medium	Track all expenses against budget weekly; identify "nice to have" vs. "must have" items early

## KEY TAKEAWAYS

1. **June 13, 2026 is the ideal date** — 5 weeks after soft launch, great weather, before summer vacations, Saturday evening for maximum attendance
2. **Budget \$2,000-\$5,000** for a strong launch event (recommended tier) — this is your single biggest marketing moment of Year 1
3. **Content is king** — the event will generate 3-4 weeks of social media content; invest in a photographer at minimum
4. **Start planning 8 weeks out** (mid-April) — venue booking and influencer outreach need lead time
5. **The launch party is a brand-building event, not primarily a sales event** — focus on community, experience, and relationships

6. **Follow up aggressively** — the real ROI comes from post-event conversions, ambassador partnerships, and salon wholesale leads

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*This launch party plan is designed to complement the Origin Hair Collective business plan roadmap. All costs are estimates in CAD and should be confirmed with local vendors.*