



SUNSET SUPPER APP

Summary of the Sunset Supper App
Development & Strategy





PIKE PLACE MARKET FOUNDATION.

Project Overview

Introduction

Throughout Seattle, The Sunset Supper has the reputation as being THE party of the summer. On the evening of August 16, the iconic Pike Place Market transformed into a one-of-a-kind event venue, filled with 112 of Seattle's finest chefs, wineries, breweries and more.

This summer, 3rdThird Marketing volunteered to develop an event app for the Sunset Supper. The Sunset Supper app was created with a vision of providing guests with a complete culinary tour through the Sunset Supper event and providing event guests with a seamless experience.

Background

This year marked the 19th annual Sunset Supper. All proceeds from the event will go back into the Market to support and nurture the Market community. Tickets to the Sunset Supper start at \$175 for General Admission, this ticket level grants you full access to the bounty of food, sweet treats, delicious drinks and events at the Sunset Supper. Patron Tickets, which grants you full access to all the food, early admittance and a seat at a table, are priced at \$275. This year, the Pike Place Market Foundation aimed to sell 1,600 tickets (400 more than the year prior), and were looking to raise \$475,000 (\$50,000 more than the previous year). Additionally, they hoped to maximize Prize Wheel and Golden Raffle ticket sales. Each Golden Raffle ticket is priced at \$100 and Prize Wheel spin is \$25.

The event took place the night of August 16th, 2019 and spanned 4 hours. To put this event on, it takes a lot of organization and manpower, the Sunset Supper 2019 had 250+ volunteers and 112 chefs who donated their time and resources to the event. With only 4 hours to eat as much as you can, see all of the vendors and enjoy the live entertainment, it can become quite overwhelming. With the introduction of the Sunset Supper event app, our hopes were to provide guests with a complete culinary tour through the Sunset Supper event, allow users to plan their night ahead of time and to provide event guests with a seamless experience.

Goals

1. Maximize Donations

Meet \$475,000 fund-raising goal by selling out the 1,600 ticket event, increase Golden Raffle and Prize Wheel sales and maximize donations.

2. Enhance Guest Experience

Create a comprehensive and seamless app that optimizes guest experience and streamlines the event.

3. Increase Guest Engagement

Capture guest emails, expand use of social media and increase interest in the Pike Place Market Foundation.

4. Create a Comprehensive Event App

Design an event app that covers all aspects of the Sunset Supper event.



PIKE PLACE MARKET FOUNDATION.

Brainstorm

*You are the secret
ingredient for the Pike
Place Market.*

The Market Foundation focuses on reducing social isolation and increasing support networks that provide access to healthy food, housing, education and healthcare, their efforts wouldn't be possible without the community's support. The Foundation is funded by the generous support of the community and all funds from the Sunset Supper go directly back into supporting a thriving Market Community.

Propose unique creative and features to enhance the event:

1. Internal social feed where guests can interact with one another, ask questions and post photos of the event.
2. Personalized 'To-Do' list where guests can add events, raffle prizes and food to their schedule.
3. Informational feature to inform guests about the Market Foundation and what their donations support.

Proposed unique creative to boost the event and enhance guest experience

Brainstormed app capabilities that would encapsulate the entire event and improve the flow of the Sunset Supper.

To help organize the event, we planned to introduce an interactive event map. This would allow guests to view all 112 chefs and vendors at the event on a digital map. From this map, guests could click on the vendors to view their menu items, a short overview, visit their website and add their favorites to their personalized 'To-Do' list.

PIKE PLACE MARKET FOUNDATION

Prototype

SUNSET SUPPER

BS Pike Street Seattle, WA 98101

Email address
Password

Forgot your password?

Log In

Don't have an account?

Search

- Event Map
- Event Schedule
- Market Trivia
- Our Sponsors
- Food and Vendors
- Meet the Chefs
- Admission
- Golden Raffle
- Social Feed
- Sponsor the Event
- Meet the Market
- Stay Connected

Explore Chefs

Advanced Search

Blake Woods	Tiffany Nguyen
Noah Waters	Emily Whaley
Haley Smith	Daniel Lopez

EXHIB
MA
OL
NE
APF
FLOOR

Meet the Chefs

Explore Chefs

Admission

Need Tickets?
We got you covered.

Choose the sponsorship that's the best fit for you.
Click on a level to view the full description of benefits.

GA Tickets
\$175 per ticket

Patron Seating Tickets
\$275 per ticket

Patron Table (10 Seats)
\$2,750 per table

Purchase Tickets

Sunset Supper

August 16, 2019
Open 6:00pm-12:00pm

Plan Your Feast

Food, sweets, wine, spirits & beer
7pm-12am

Golden Raffle

Enter our Golden Raffle for the chance to win luxurious prizes
9:30 pm-10pm

Live Music

Dance the night away to live music from local Seattle bands
8:30pm-12am

Meet the Market

Do you love Pike Place? Come meet the people that the foundation supports
7pm-8:30pm

Social Photo Wall

Come capture the party of the summer and take a photo at our Photo Wall
7pm-12am

Single?

Did you come to the Sunset Supper alone?
Come meet new friends with similar interests
7pm-12am

View Your Schedule

Food & Vendors

Explore Food and Vendors

Advanced Search

Molly Moon's Homemade Ice Cream	Elysian Brewing Company
Rachel's Ginger Beer	Pike Place Chowder
Starbucks	Perfume

About Menu Location

While living and working for several years in europe, we were introduced to proper ginger beer, brewed in many neighborhood pubs and served on tap. The ginger beers we fell in love with represent a level of quality and craftsmanship we felt was absent in mass-produced american sodas. after returning home to the pnw, we set ourselves to the task of mastering what we believe is the best ginger beer in the world; fresh, fragrant, and not too sweet.

Add to Your Schedule

Food & Vendors

Rachel's Ginger Beer

About Menu Location

Rachel's Ginger Beer

Add to Your Schedule

Golden Raffle

Food Access Program

The Food Access Program at The Market Commons strives to create an equitable path for all people at Pike Place Market to establish and maintain food security. Programming is broken down into four components: shopping programs, pilot programs, education, and the Secret Garden.

Shopping programs increase affordable access to fresh fruits and vegetables for low-income shoppers and partner agencies. In 2018, our shopping programs helped low-income neighbors with \$315 Market shopping trips, allowing these shoppers to invest in their health with \$214,000 spent on fresh fruits and vegetables. Pilot programs allow Market agencies to increase their food security by providing shoppers to food in our community. For example, the Preschool Pilot tested a low-barrier grocery pick-up program for working families using the Childcare as a model. Education programming is

Corporate
\$5,000 sponsorship

PiggyBacker
\$10,000 sponsorship

Presenting
\$25,000 sponsorship

Sponsor the Event

Social Feed

A Night to Remember

#SunsetSupper

FACEBOOK	INSTAGRAM
TWITTER	LINKEDIN

Share your Sunset Supper experience with all your friends.

Post on social media the night of the event and tag us in the photo with the hashtag #SunsetSupper for the chance to win FREE Golden Raffle Tickets!

We want to hear about your Sunset Supper experience, please reach out to us at nikenave@pikemail.com. We are looking forward to

Social Feed

Write something...

Shivani Patel
Account Manager, Guidebook
Had an amazing night. I can't wait until next year!
#SunsetSupper

3 Likes Comment

Popular photos

Loved the Sunset Supper?
Stay in touch!

First Name
Last Name
Email
Phone (Optional)

Submit

Want to know more about Pike Place & keep updated on upcoming events?
Join our email list and you will never miss out on

Stay Connected

The Sunset Supper Supports the Market You Love

Many locals don't realize that the Pike Place Market is so much more than just fish and flowers. Within its walls is a vibrant and thriving village of residents, merchants, and social services. The Pike Place Market Foundation inspires collaboration, celebration and support to nurture a thriving Market community. Since 1982, the Market Foundation has granted more than \$30 Million to provide housing, healthcare, healthy food, childcare and a community of support to our most vulnerable neighbors.

Come meet the market and see who the Pike Place Foundation supports. All proceeds from the Sunset Supper will go to helping improve the Pike Place Foundation and the community we all love.

Meet the Market

The Market Commons

Thank you for your support

Facebook Instagram Twitter LinkedIn

FACEBOOK INSTAGRAM TWITTER LINKEDIN

amazon Edelman 3rdthird CULINARY COACH DELTA KOMO 4

PIKE PLACE MARKET FOUNDATION

Sunset Supper App

General Event Info



Sunset Supper by Pike Place Market Foundation

1600 Pike Pl
Seattle, WA 98101

Pike Place Market

At the height of summer in Seattle, we are excited to celebrate the 112th anniversary of Pike Place Market with at THE Party of the Summer – Sunset Supper! On Friday, August 16th we will turn the iconic Market into the most unique party venue, filled with 112 of Seattle's finest chefs, wineries, breweries and more. Enter our Golden Raffle to win fabulous prizes, and dance the night away under the stars to live music on the new MarketFront.

Food & Vendors



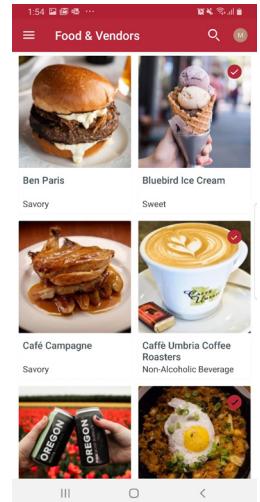
Food & Vendors

Eleven Winery

Ellenos Real Greek

Elysian Brewing Company
Beer

Encore Cider/Republic of Cider
Cider



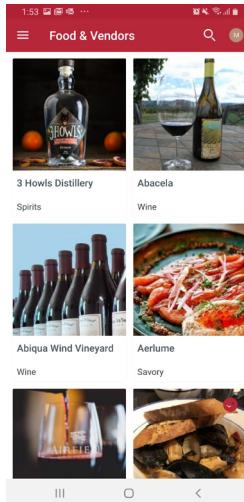
Food & Vendors

Ben Paris

Bluebird Ice Cream

Café Campagne

Caffè Umbria Coffee Roasters
Non-Alcoholic Beverage



Food & Vendors

3 Howls Distillery

Abacela

Abiqua Wind Vineyard

Aerlume



Ellenos Real Greek

Sweet

92

Menu

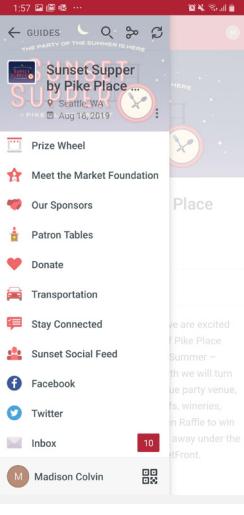
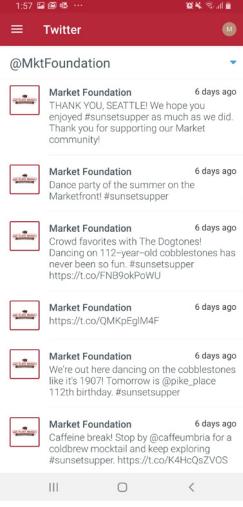
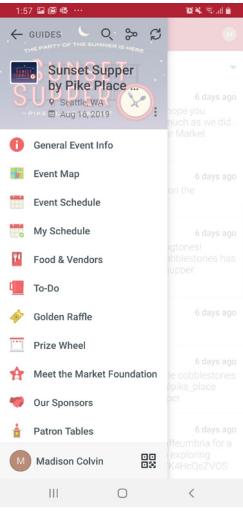
- Marionberry
- Lemon Curd
- Passionfruit

About

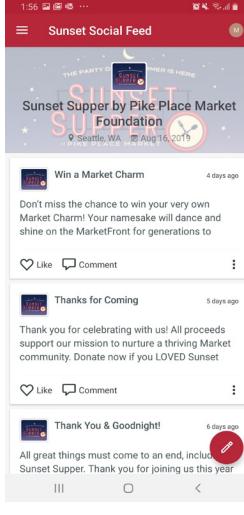
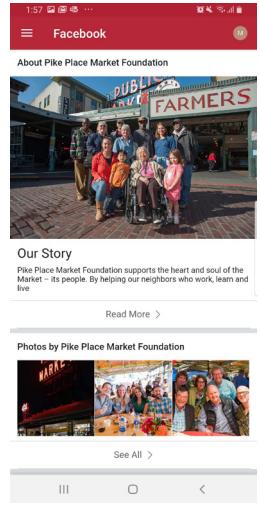
When you grow up in a Greek family, yogurt is just a way of life. In fact, when we're not making at work, we're making it at home in small handmade batches. We might even hold friendly competitions to see who does it best. Parents, uncles, grandparents and cousins vie to see who has the right blend of creamy, sweet and tart. Winner holds the bragging rights. Ellenos Real Greek Yogurt is the

[REMOVE TO DO](#)

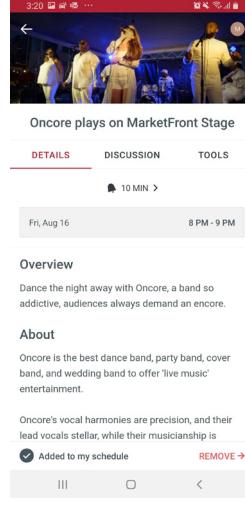
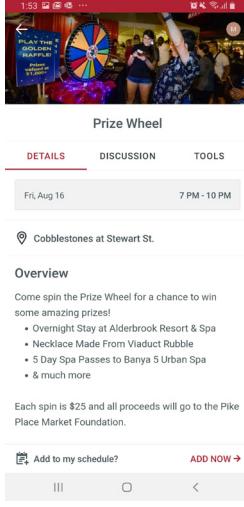
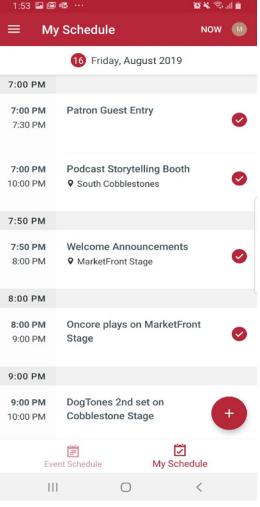
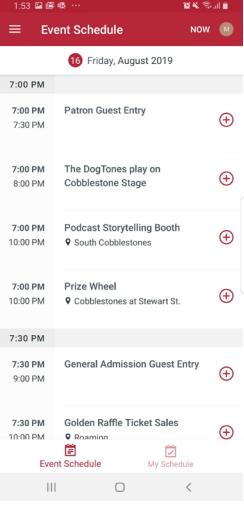
Sunset Supper App Features



Social Media



Event Schedule



1:54

To-Do

- Tsillian Cellars
- Bluebird Ice Cream
- Caffè Umbria Coffee Roasters
- Chan Seattle
- Conversation at Thompson Seattle
- Ellenos Real Greek
- Elysian Brewing Company
- Frankie & Jo's
- Girl Meets Dirt
- Macadons
- Molly Moon's Homemade Ice Cream

[ScoutMeet](#)

[Seattle Met](#)

1:55

Our Sponsors

- 3rdThird CULINARY COACH
- Amazon
- DEI Creative
- Delta Air Lines
- Edelman
- KOMO4 News
- Laird Norton Wealth Management
- Pacific Market International
- Pike Place Market PDA
- Premera

[WEB PAGES](#)

[3rdThird Marketing/Culinary Coach](#)

[ADD TO-DO](#)

1:55

3rdThird Marketing

Overview

A full-service, award-winning branding and marketing firm that specializes in communicating with people who are in their 3rd third of life.

Everyone at 3rdThird is a creative and a strategist because to be successful, we have to be. We are hyper focused on your business goals, target audience and messaging to ensure your success—delivering sound strategies, big ideas and a fresh approach for the 55+ living industry.

[WEB PAGES](#)

[3rdThird Marketing/Culinary Coach](#)

[https://www.3rdthirdmarketing.com/services/culinary-coach/](#)

[ADD TO-DO](#)

1:55

Meet the Market Foundation

Overview

The Pike Place Market Foundation is a non-profit organization dedicated to preserving the history and culture of the Pike Place Market. We work to ensure that the market remains a vibrant, accessible, and inclusive space for everyone to enjoy.

Community & Social Context

Community & Social Context

[Economic Stability](#)

[Education](#)

[ADD TO-DO](#)

1:55

Community & Social Context

Our Vision

To inspire a sense of connection for all members of the Market community to reduce social isolation and increase support networks so that everyone can live their best life possible.

Our Impact Last Year

- The Market Commons welcomed 12,702 visits, including 7,372 Resource Desk interactions and 5,330 activity attendees. 46% of programming is specifically geared towards the goal of promoting community connections.
- The Senior Center served 48,000 nutritious meals to 1,449 members and hosted 861 wellness engagement activities.

[ADD TO-DO](#)

1:55

Prize Wheel

- About the Prize Wheel
- 2 Tickets to Teatro ZinZanni
- One Night at The Fairmont Olympic Hotel
- One Night Stay and Tickets to the Seattle Hyatt Regency Seattle an...
- PACIFIC SCIENCE CENTER

[About the Prize Wheel](#)

[2 Tickets to Teatro ZinZanni](#)

[One Night at The Fairmont Olympic Hotel](#)

[One Night Stay and Tickets to the Seattle Hyatt Regency Seattle an...](#)

[PACIFIC SCIENCE CENTER](#)

[ADD TO-DO](#)

1:55

Our Sponsors

One Night at The Fairmont Olympic Hotel

The Fairmont Olympic Hotel

Overview

Win an overnight stay at The Fairmont Olympic Hotel. Downtown Seattle's premier luxury hotel, the Fairmont Olympic captures the charm and elegance of the Italian Renaissance. Built in 1924 and located in the heart of the city, this legendary hotel offers breathtaking architecture, acclaimed dining and impeccable service.

[WEB PAGES](#)

[The Fairmont Olympic Hotel](#)

[https://www.fairmont.com/seattle/](#)

[ADD TO-DO](#)

1:54

Golden Raffle

Overview

Purchase Golden Raffle tickets for a chance to win a luxurious cruise package for two with Holland America Cruise Line. From cruises to Alaska to cruises to the Panama Canal, Holland America Cruise Line has the vacation you have been searching for.

[WEB PAGES](#)

[Holland America Cruise Line](#)

[https://www.hollandamerica.com/en-US.html](#)

[ADD TO-DO](#)

1:55

Cruise for 2

Holland America Cruise Line

Overview

Purchase Golden Raffle tickets for a chance to win a luxurious cruise package for two with Holland America Cruise Line. From cruises to Alaska to cruises to the Panama Canal, Holland America Cruise Line has the vacation you have been searching for.

[WEB PAGES](#)

[Holland America Cruise Line](#)

[https://www.hollandamerica.com/en-US.html](#)

[ADD TO-DO](#)

1:53

Event Map

Sunset Supper Map

[EVENT Map Key](#)

[SUNSET SUPPER](#)

[Frankie & Jo's](#)

[ADD TO-DO](#)

Prize Wheel

Golden Raffle

Sunset Supper Map

Summary of Features

1:55

Patron Tables

About Patron Tables

- Gold Premium Tent
- Blue Tent
- Green Tent
- Orange Tent
- Pink Tent
- Purple Tent
- Red Tent

[About Patron Tables](#)

1:56

Transportation

Directions & Parking

Parking Garages at Pike Place Market

Directions: Navigating to our Parking Garage

Pike Place Market Garage Rates

[About the Market](#)

[Directions & Parking](#)

[Parking Garages at Pike Place Market](#)

[Directions: Navigating to our Parking Garage](#)

[Pike Place Market Garage Rates](#)

[ADD TO-DO](#)

1:56

Donate

PIKE PLACE MARKET FOUNDATION

CHOOSE YOUR IMPACT

YOUR IMPACT AT PIKE PLACE MARKET

[DONATE TODAY!](#)

[Your Market Charm](#)

[ADD TO-DO](#)

Patron Tables

Transportation

Donate

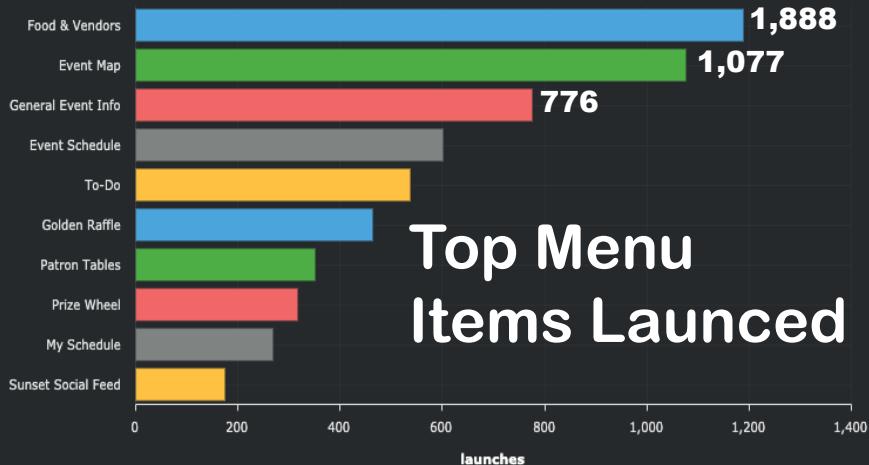
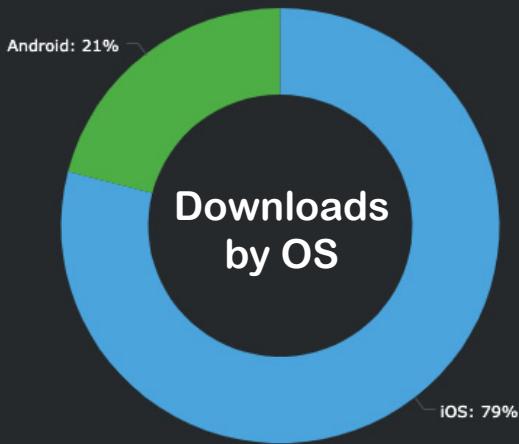
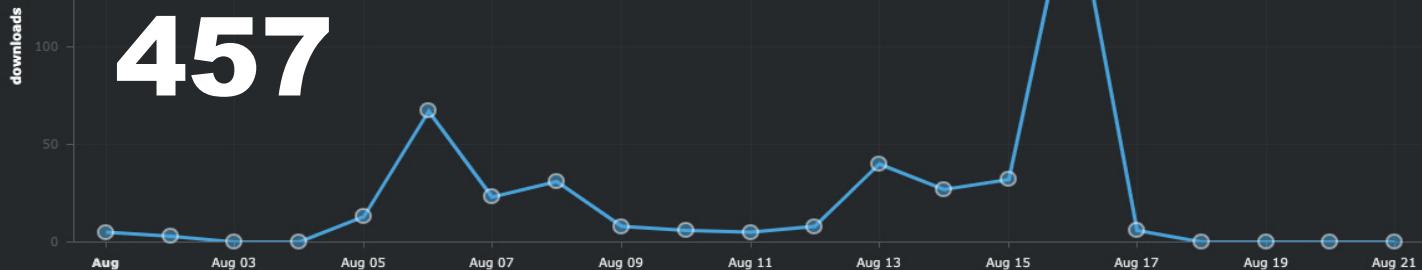
- Push Notifications
- General Event Info
- Event Schedule
- My Schedule
- Food & Vendors
- To-Do
- Golden Raffle
- Prize Wheel
- Meet the Market Foundation
- Our Sponsors
- Patron Tables
- Transportation
- Donate
- Stay Connected
- Sunset Social Feed
- Facebook
- Twitter
- Inbox

PIKE PLACE MARKET FOUNDATION

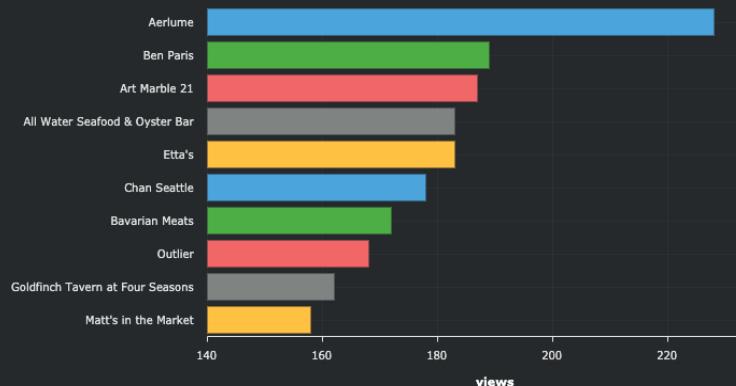
Metrics

Guide Downloads

457

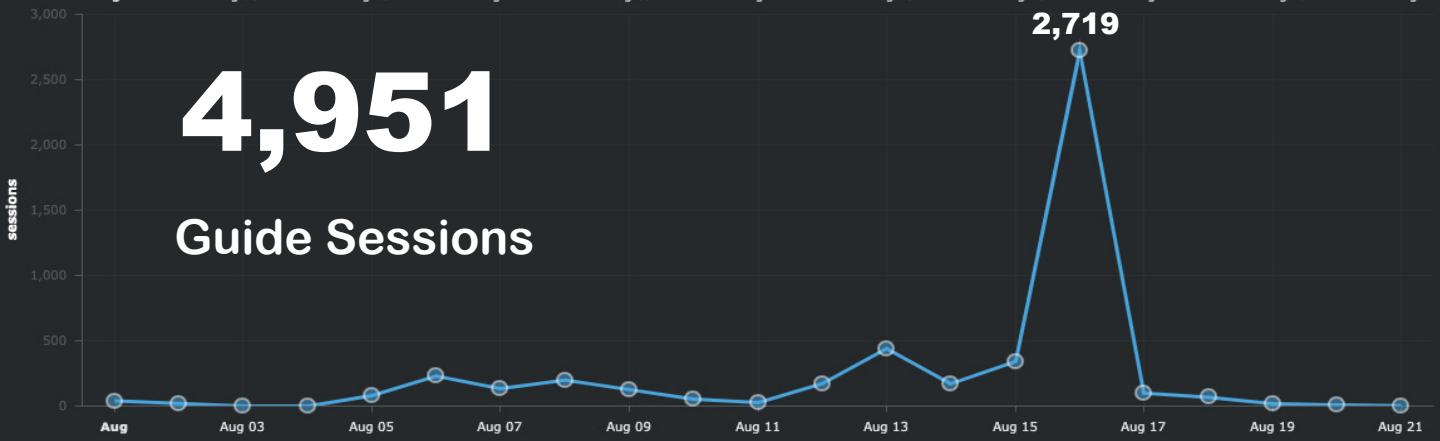
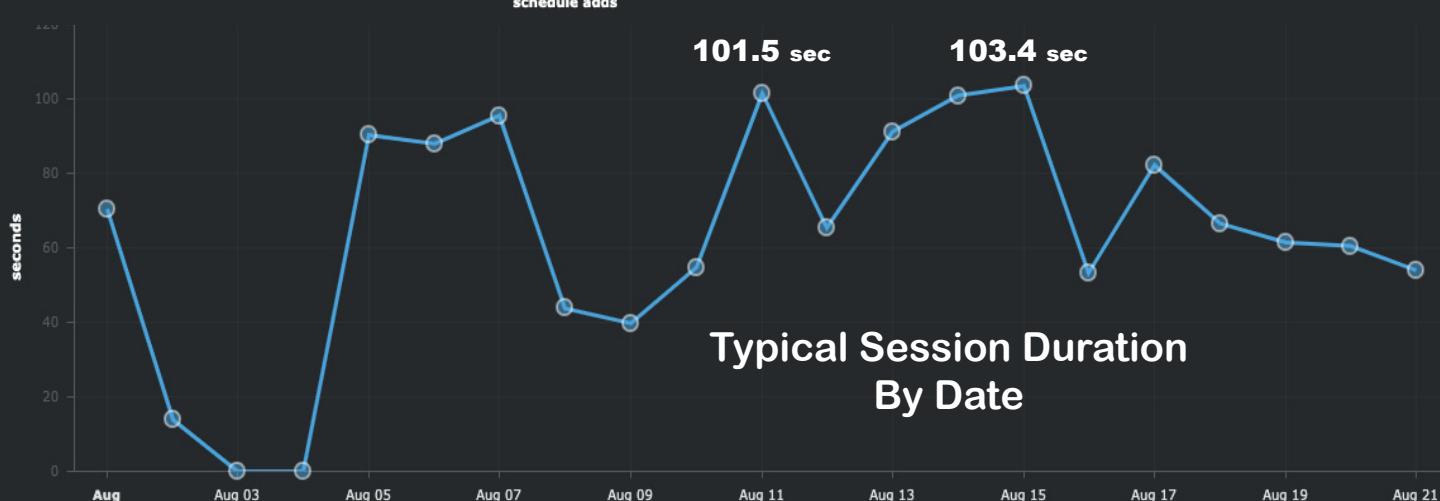
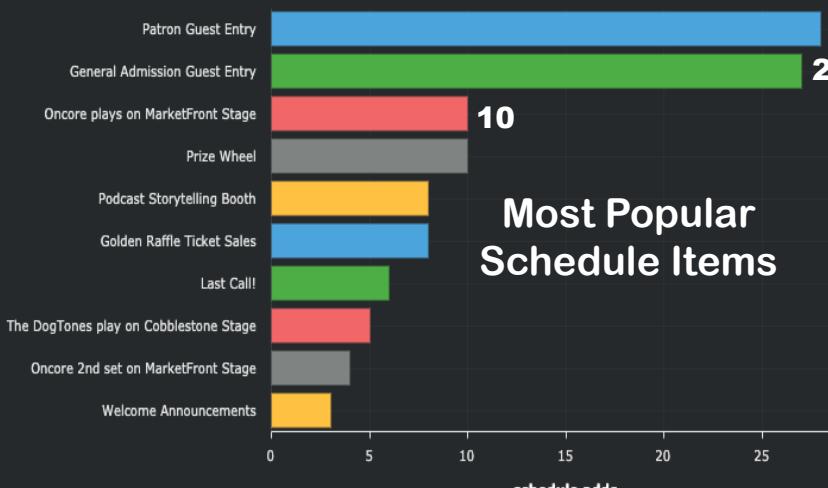
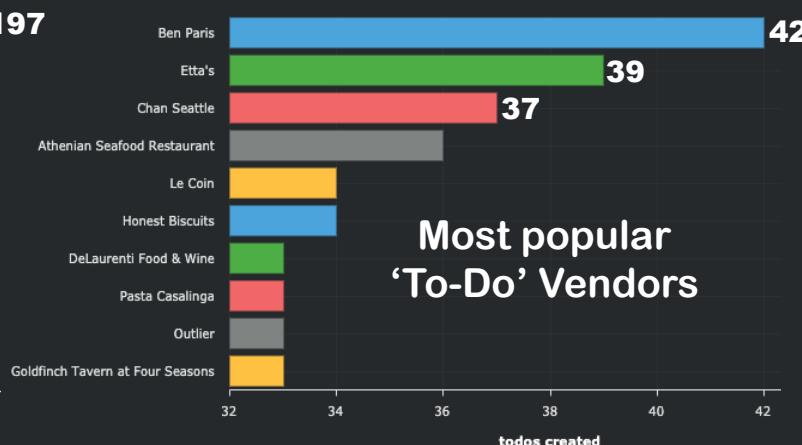
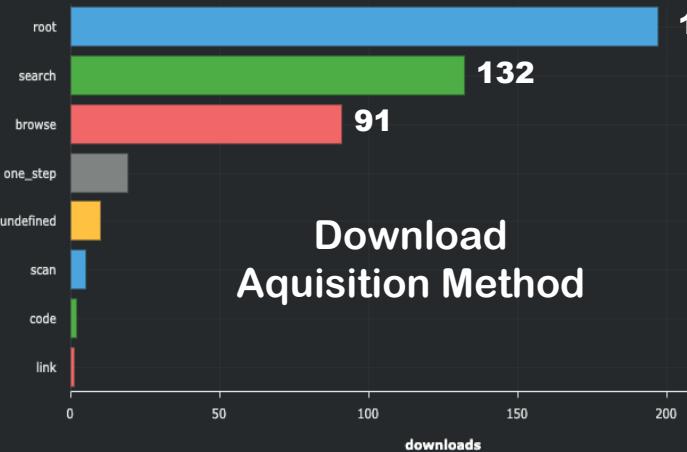


Top Vendors



Download By Location







PIKE PLACE MARKET FOUNDATION

Summary

Above and Beyond

1,600 tickets sold

That's a lot of money

457 app users

And a lot of users

100%

Total success!

\$477,000

Raised at the Sunset Supper 2019

Sold Out Event

The Sunset Supper 2019 raised over \$477,000 for the Market community, exceeding the \$475,000 fundraising goal. Additionally the Sunset Supper event sold out, selling a grand total of 1,600 Patron and General Admission tickets. The Pike Place Market Foundation's Golden Raffle sales went up \$10,000 more than the year prior.

The Sunset Supper app was a huge success with 457 unique downloads, 4,951 sessions and a typical session duration lasting over 1 minute.

Where Do the Funds Go?

Established in 1982 to uplift the charter of Pike Place Market, the Market Foundation has granted \$31 Million to support low-income housing, culturally-appropriate health care, access to healthy food, high-quality preschool, an active community and to fund capital needs within the historic district. As community builders in the Market they partner with, as well as operate and sustain, a network of programs and services that support low-income residents, workers, families and neighbors of the Market. The \$477,000 dollars raised at the Sunset Supper will be put back into the Market to nurture a thriving Market community.

