

2025

GRADUATE *Garden Party* PROPOSAL

Prepared for :

The Spring
2025 Graduate
Executive Team

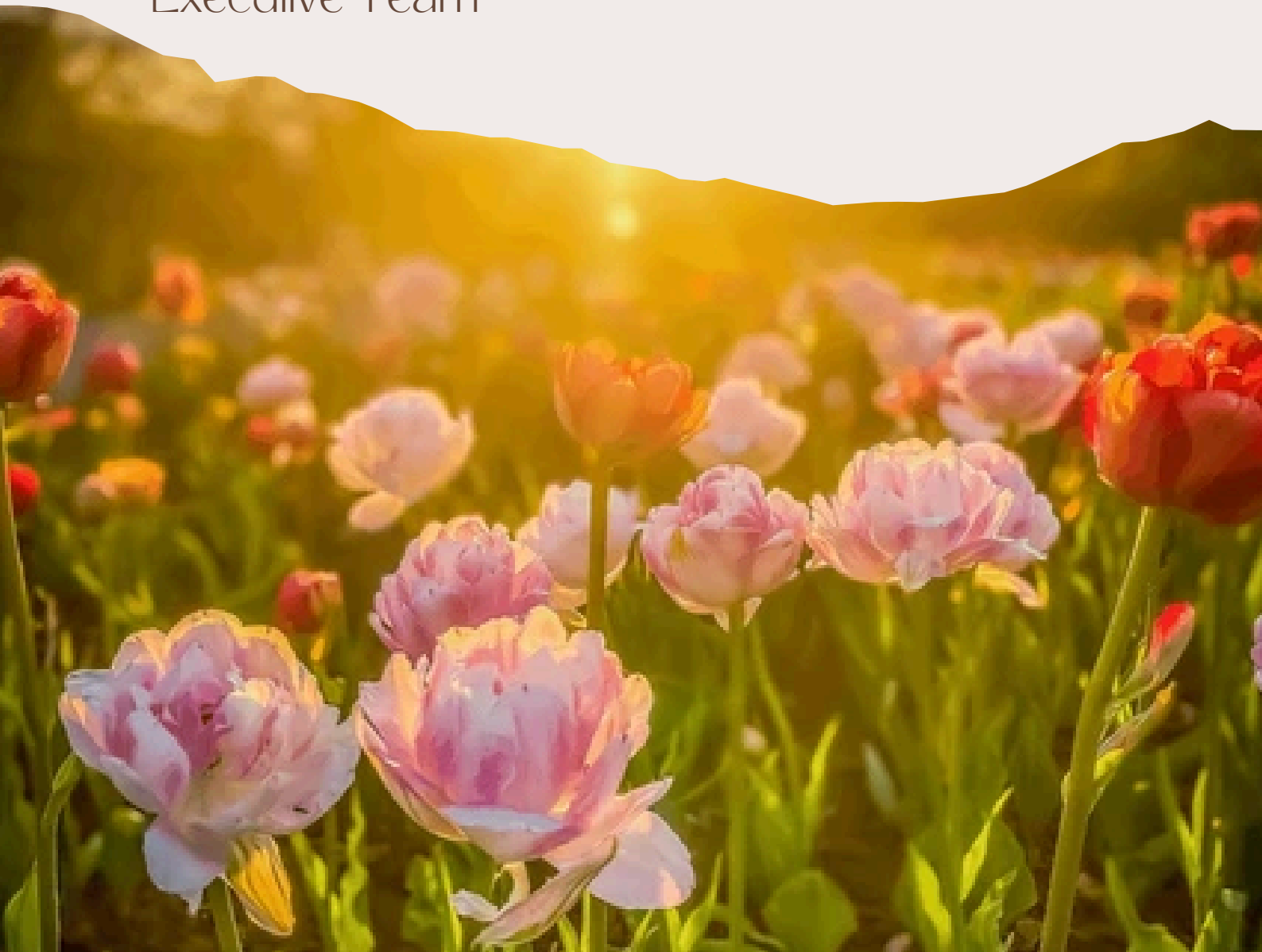




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The Event

Event Name: Graduate Garden Party

Date: May 8th, 2025

Event Venue: Atelier Eiffel

- 4 Bis Passage Landrieu, 75007 Paris

Event Genre: Garden Party, Day Cocktail hour

Event Purpose:

To commemorate the school year for graduate students and professors.

Intended Event Outcomes:

- Celebrate graduate students.
- Cultivate a social environment for students, professors, and mentors to mingle.
- Create a lasting memory for students graduating in May.

Event Details

Seating Plan

- There is no assigned seating as this is a social event; however, there will be some tables with chairs around the room, but mainly standing room to encourage mingling.

Sounds

- We will have Professor Talcott DJ our event by mixing vinyls. We will hook up a Spotify playlist for when Professor Talcott needs a break.
- Microphone provided by the venue.

WOW Factors

- Stunning Venue that is easily accessible from campus
- Complimentary drinks and food
- Sparkling wine toast
- DJ Talcott
- Photo area

Vendors

Atelier Eiffel

- Contact person: Isabelle Roque
- Email: lateliereiffel@gmail.com
- Phone number: +33 (0)1 45 55 19 00

La Parisienne Boulangerie

- Ordered in person
- Contact person:
- Phone number: +33 (0)1 45 51 88 77

Bellota- Bellota Charcuterie

- Phone number: +33 (0)1 42 73 39 31
- Address: 18 Rue Jean Nicot, Paris, France 75007 Paris

Les Floralties

- Went and picked out flowers the day before
- Phone number: +33 (0) 1 47 05 03 30
- Address: 32 Rue Cler

Nicolas- La Tour Maubourg

- Talked to in person
- Phone number: +33 (0)1 45 78 17 60
- Address: 1 Rue de Lourmel

NEXXT - DJ Turn Tables

- Contact Person: Marc Gloria
- Email: marc@nexxt.technology
- Phone number: +33 (0) 1 34 06 28 45

Speakers

- From music room with help of AMP, the Music Club at AUP.

Event Tool Kit

- Tape
- Sharpies
- Lighters
- Extra Ribbon
- Extra Charcuterie Boards for decor
- Wine openers
- Bread knife
- Scissors
- Small knife
- Camera SD card
- Cutting Boards
- Paper towel

Key: E= Everyone, M= Mattie, B= Bea, T= Matida, K= Kate, J= Joseph

Planning Timeline

Date/ Time	Task	Who
March 28	Venue Tour	M, B, K
April 9	Propose Budget to Senate	E
April 12	Order DJ table	T
April 16	Order at Boulangerie	M
April 16	Order Wine at Nicolas	M
April 27	Send text out to Volunteers	M
April 28	Order Charcut. boards	M
April 29	Order Amazon	K
May 7th	Pick up Flowers	K & B
May 28-30	Wine Bottle Painting Grad Event	E
May 7	Create and organize decor @Kate's apartment	E
May 8	Event!!	E

Key: E= Everyone, M= Mattie, B= Bea, T= Matilda, K= Kate, J= Joseph, V= Volunteers

Production Timeline

P
R
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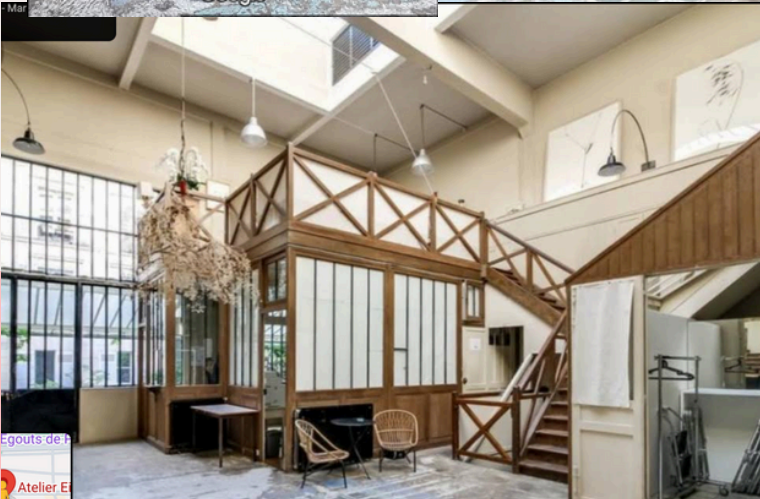
Date	Time	What	Who
May 7	3	DJ dropped off at venue	E
May 7	3-5	Wine dropped off at venue	E
May 7	6	Pick up Flowers	K & M
May 8	9:30	Meet at apartment to get decor	E
May 8	10	Team and volunteers arrive @venue; begin set-up tables and decor	E
May 8	11	Pick up at Boulangerie and Charcut. delivered	V
May 8	11:45	Delegate jobs to volunteers for event (answer any questions)	M
May 8	12-4	Event starts!! Play playlist	
May 8	1:10	Announcement warning for speeches in 20 min and start pouring wine for toast	
May 8	1:30	Speeches: SGA, Henry with Alum and Grad Gala...	E
May 8	2-3	Charles Djs	E
May 8	4-5	Clean up	E

E
V
E
N
T

Venue

Venue: Atelier Eiffel

Address: 4 Bis Passage Landrieu, Paris, France 75007



Venue Set Up

Venue: Atelier Eiffel

Address: 4 Bis Passage Landrieu, Paris, France 75007

Tables:

2 patio

1 Grad Gala ticket table

3 Food tables

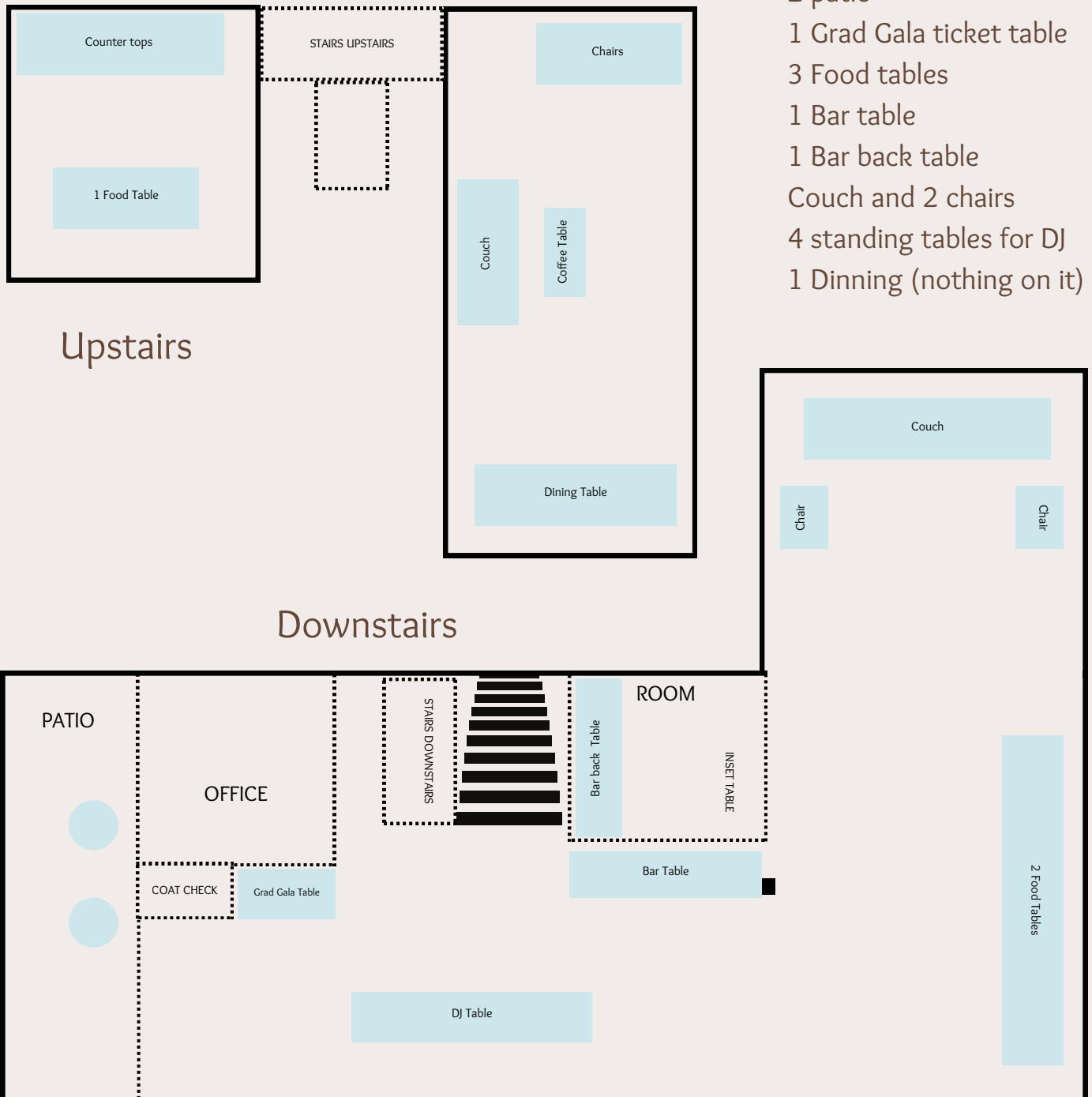
1 Bar table

1 Bar back table

Couch and 2 chairs

4 standing tables for DJ

1 Dining (nothing on it)



Theming and Decor

The theme is heavy on the spring garden party with the main decor being flowers and mix-match colorful decor. Most decor will be white and green with pops of light blue, pink, and orange.

Decor List

- Table cloths - colorful thrifted shower curtains and fabric
- Tall candles - 12
- Flowers- 100 stems
- Ribbon to put on bottle
- Vases
- Welcome Signage (printed on card stock)
- Table signage (Follow our Instagram, upload photos)
- Small plates (300)
- Cups (240)
- Napkins (300)
- Butcher Paper
- White cheesecloth for photo area.
- 2 Speakers - from music room
- 3 Water carafes
- Wine bottles (10)



Scan for
Inspo from
Pinterest



Elements of Marketing

Marketing Plan

- Target Audience
 - Graduate students, graduate professors, and AUP administration
- Theme
 - Hand-drawn graphics, clean typefaces, florals, wine bottles, blue, pink, orange and green
- Advertising mediums used
 - Graduate emails
 - Sent out each week after April 9th
 - Graduate instagram
 - Email professors and department heads
 - Invite department heads personally at their department meeting.
 - Word of mouth



Date	What	Who
April 9th	Flyer sent in Newsletter	T
April 9	Instagram Post	T
April 16	Invitation email to Grads	T
April 23	Met with Department heads	M
May 1	RSVP reminder email to Grads	T
May 7	Reminder on Insta Story	T
May 8	Reminder Email	T

Volunteer Schedule

	9:30-10	10-11	11-12	Party Starts	12-1	1-2	2-3	3-4	4-5
	Setup	Parisienne Pickup, Bellota-Bellota drop off		Party Starts		Pour Prosecco- 1:15 Speeches- 1:30	Charles DJ		
Leah		Wine table set/organize/carafe d'eau		Wine/Water Restock	Wine/Water Restock	Wine/Water Restock	Wine/Water Restock	Photographer	Clean up
Annalisa		Wine table set/organize/carafe d'eau		Wine/Water Restock	Wine/Water Restock	Wine/Water Restock	Photographer	Wine/Water Restock	Clean up
Asha				Photographer	Photographer	Photographer	Wine/Water Restock	Wine/Water Restock	Photographer/Cleanup
Cameron									
Ella	Stuff mover :)	Table/Decor setup	Table/Decor setup	Food/ Trash Manage	Food/ Trash Manage	Food/ Trash Manage	Greeter/coat check		
Kendall		Gala Tickets	Gala Tickets	Gala Tickets	Gala Tickets				
Rita		Table/Decor setup	Table/Decor setup	Food/ Trash Manage	Food/ Trash Manage	Food/ Trash Manage	Food/ Trash Manage		
Alicia	Stuff mover :)	Table/Decor setup	Table/Decor setup	Food/ Trash Manage	Food/ Trash Manage	Food/ Trash Manage	Food/ Trash Manage		
Azul		Table/Decor setup	Table/Decor setup	Greeter/coat check	Greeter/coat check	Greeter/coat check	Greeter/coat check		
Peter		Wine mover/Bar set up	Speaker/Music	Talcott Helper Speaker/Music	Talcott Helper Speaker/Music	Talcott Helper Speaker/Music	Talcott Helper Speaker/Music		
Ossi	Stuff mover :)	Wine mover	La Parisienne Pickup/Food setup	Talcott Helper Speaker/Music	Talcott Helper Speaker/Music				
Bea	Stuff mover :)	Table/Decor setup	Table/Decor setup	Greeter/coat check	Greeter/coat check	Speech	Bar-back	Greeter/Coat check	Cleanup
Tilly	Stuff mover :)	Table/Decor setup	Table/Decor setup	Greeter/coat check	Greeter/coat check	Speech	Bar-back	Greeter/Coat check	Cleanup
Kate	Stuff mover :)	Table/Decor setup	Table/Decor setup	Bar-back	Bar-back	Speech	Greeter/coat check	Greeter/Coat check	Cleanup
Mattie	Stuff mover :)	Wine mover	Table/Decor setup	Bar-back	Bar-back	Speech	Greeter/coat check	Greeter/Coat check	Cleanup
Joseph	Stuff mover :)	Wine mover	La Parisienne Pickup	Bar-back	Bar-back	Speech	Greeter	Greeter/Coat check	Cleanup

Volunteer Roles

BEFORE EVENT

Table/Decor setup

- Help set up tables and cover them with tablecloths. Make wine bottles with ribbon and floral arrangements in vases and bottles. Set out signs

Wine mover/Bar set up

- Set up the wine table, make sure the wine openers are on the table, and organize bottles for the bar-back. Keep some white wines in the bar, but store most of them in the fridge downstairs.

La Parisienne Pickup/Food setup

- Pick up boxes of food from La Parisienne and bring them back to the Venue. Set up the food table. Cut up a couple of baguettes and more throughout the event.

Speaker/Music

- Set up music/speakers, play a playlist during the event, help Charles set up DJ for after the speeches, and get Charles drinks or anything during his DJ.

DURING EVENT

Gala Tickets

- Stay around the Gala table and sell tickets and answer any questions. Also, speak about the event during speeches.

Wine/Water Restock

- 2 serving and 1 to Bar-back
- Pour wine for the guests and refill the water carafes. Pour Prosecco for a toast (give new glasses if people had red wine before, if possible)

Photographer

- Use the camera to take pictures of guests at the photo booth and throughout the event.

Food/ Trash Management

- Cut baguettes and replenish food tables, keep trash off tables, and check trash cans for overflow.

Greeter/coat check

- Greet the guest, briefly explain the event, take coats if needed

Clean up

- Clean up venue, pack up decor, and take back to school



Food and Beverage

Food

- Service Type
 - Buffet style
- Vendors
 - La Parisienne
 - €452 for 8 boxes of sweet and salty
 - Charcuterie board by Bellota
 - €574 worth of cheese, meats, crackers, and olives

Beverages

- About 120 bottles of wine
 - 60 white, 40 red, 30 sparkling
- 10 juice bottles

Extra bottles of wine

- Only give extra wine out to Exec and volunteers
 - Everyone starts with one bottle.
 - Guests cannot take bottles due to liability issues.



Budget

Item	Price	Quantity	Total
Flowers			€160
Table Clothes/curtains	5	12	60
<u>Photo background scarf</u>	15	1	€15
Food baskets			€30
Camera CD card	21.04	1	€21.04
Paint for Bottles		4	€35
<u>Ribbon</u>		5 rolls	€9.59
<u>Plates</u>		300	€51
<u>Napkins</u>	€8 for 100	300	€24
<u>Tall candles</u>	€12 for 12	3	€36
<u>Cups</u>		240	€72
Extra cups			€40
<u>Butcher Paper</u>		1	€14
DJ tables			€528
Charcuterie Catering			€574
Boulangerie Order		8	€452
Wine		120	€580
Juice			€40
Venue			€3000
Total			5,742