



70th Anniversary Celebration – *Planning and Events*

"Coming together is a beginning, staying together is progress, and working together is success." – *Henry Ford*

Goal:

In keeping with our thematic goal of "Same Team", we've decided to plan events that not only support our internal team, but also the partnerships we've established in the business community. If we weren't on the "same team" with the partnerships we foster, the relationship would be meaningless to both sides.

NOTE: total expenditure for 2016 picnics was \$16,000

Timing: June/July

Venue Methodology:

An article published on LinkedIn entitled *Teamwork: Taking Inspiration from The Animal Kingdom*, tells why this venue helps support our thematic goal - "same team". Our animal friends teach us invaluable lessons about teamwork, communication and cooperation. A theme we will work into the event.

1. Denver Zoo

- All employees and families – Saturday, 11AM – 2PM
- Up to 350 people
- Zoo passes for all
- Includes 3 (groups of 8) behind the scenes animal tours (we will raffle off)
- Live animal presentations at our tent (4)
- Complete picnic package for food items
- Provide "Zoo Bucks" (carousel, train, feeding giraffes) – additional charge
- Shows employees/families Swingle's Pollinator Pathway
- *Partner discounts have been applied*

Total Cost: \$18,000

Custom t-shirts for employees

Total Cost: \$5,000



2. Denver Botanic Gardens

- Vendors, commercial customers, past employees – Friday, 5-7PM
- Up to 200 people
- Garden passes for all
- Includes food and beverage (TBD)
- *Partner discounts have been applied*

Total Cost: \$7,000

Suggested initiatives throughout the year:

- \$70 Gift Cards for weekly trivia contest (employees)
- Special décor project (TBD)
- “Team” community volunteering during company time (employees)
- Donate 70 trees to the Dept. of Agriculture or Arbor Day Foundation (community)
- Donate \$1,947 to a worthy charity we support (community)
- Press release
- Video testimonials (customers and employees)
- Media coverage at celebration venues
- Social contests (customers)
- Newsletter feature (spring and fall)

Customer loyalty offers:

- \$70 credit to their account (send like an anniversary card)
- 70% off a single Swingle service
- \$19.47 off a single Swingle service
- Raffle for customers to win \$1,947.00
- Raffle for customers to win passes to Denver Zoo or Denver Botanic Gardens