



Event Business Proposal

Google Christmas Market Fundraiser

JINGLE, MINGLE & GIGGLE!



PREPARED BY CONFETTI STUDIO



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ABOUT CONFETTI STUDIO

Confetti Studio is a **Corporate Festive Event Planning Agency** based in Vancouver. We help large corporations and companies organize their parties & events, and fundraising activities.

The festive events boost staff morale, and facilitate positive publicity of the companies with a good cause of charity.

UNIQUE VALUE PROPOSITION

Expertise in creating memorable employee Christmas parties that boost staff morale. Exclusive vendor partnerships for the best memories.

Our festive events were well received by employees and 95% of participants gave positive feedbacks!

Meet our team



SHELA YUEN
PROJECT LEAD

PARISA BORNOOSH
DESIGNER

MORGAN FRANZ
MARKETING / SOCIAL
MEDIA DIRECTOR



MYTA PALO
WEB DEVELOPER

STELLA PARK
WEB DEVELOPER

MEGHA KAMATH
UX/UI DESIGNER



EXECUTIVE SUMMARY

This project is about organizing a Christmas Market Fundraiser event for Google and its Employees. The objective is to boost staff morale under the festive season and to facilitate more interaction among the employees under the hybrid/ work-from-home working mode. Proceeds from ticketing and sales of Christmas goods will be donated to a charitable organizations voted by the employees under the name of “Google Employees”.

THE PROPOSED EVENT TITLE:

**Google
Christmas Market
Fundraiser**

SLOGAN OF THE EVENT:

**JINGLE,
MINGLE &
GIGGLE!**



INTRODUCTION OF THE EVENT



DATE & VENUE

The event will be held for an afternoon in Mid-December inside Google's office assembly hall or indoor open area, decorated with festive Christmas tree and decorations.



EVENT SETTING

The event's setting will be a Christmas Market with stalls of different fun, tech-savvy activities and food stalls for sales of Christmas bakeries and goods.



FUND-RAISING

Employees can purchase admission tickets to bring families and friends to the event.

Google will sponsor the venue, catering and purchase of Christmas bakeries and goods for fundraising. All proceeds will be donated to a charity that the Google employees vote for.



CONFETTI STUDIO'S ROLE

With one service fee, Confetti Studio will arrange for all the event design, venue decoration, catering, entertainment, and logistics management.

OBJECTIVES & MEASUREMENTS



01.

Objectives:

Boosting Staff Morale

Measured by:

Number of tickets sold and result of employee survey indicating their satisfaction level



02.

Objectives:

Fundraising for charity

Measured by:

Fundraising amount donated to the charity



TARGET AUDEIENCE AND PERSONAS



1. Google's management who are devoted to a good cause.
2. Google's employees who want to enjoy Christmas and mingle with colleagues.
3. Google's employees who would love to donate to a good cause in the name of "Google Employees".





About Jamie

Age 28

Position Software Engineer

Lives Vancouver, BC

Jamie

the Google Enthusiast

Background

Jamie is a young and energetic software engineer at Google who loves the company culture and the sense of community among colleagues. They joined Google straight out of college and have been working on exciting projects. Jamie is passionate about creating innovative solutions and enjoys the vibrant and collaborative atmosphere at Google. Outside of work, Jamie is known for being a social butterfly, always up for team-building activities and events.

Motivations

Attending the holiday party to boost morale and enjoy a break from the daily routine. Excited about the prospect of networking with colleagues in a more relaxed setting. Enthusiastic about the festive atmosphere and holiday-themed activities.

Views the charity aspect as a bonus but is primarily attending for the fun and social aspects.

Challenges

Limited budget for additional donations due to early career status. May prioritize socializing over the charitable cause.

Messaging

Emphasize the festive and entertaining aspects of the event. Highlight the opportunity to connect with colleagues outside of the work context.

George

The Senior Executive



About George

Age 45
Position Senior Director of
Lives Marketing
Vancouver, BC

Background

George is a seasoned executive with many years of experience at Google. He has played a crucial role in the company's success and is well-respected among his peers. George is financially comfortable and values giving back to the community. He has a strong sense of responsibility toward social causes and is actively involved in philanthropy outside of work.

Motivations

- Attending the holiday party to contribute significantly to the charity fundraising effort.
- Interested in networking with other senior executives and discussing strategic initiatives.
- Views the event as an opportunity to reinforce the company's commitment to social responsibility.
- Expects a sophisticated and enjoyable evening that aligns with their professional status.

Challenges

- Limited time due to senior executive responsibilities.
- Expects a high-quality and exclusive experience.

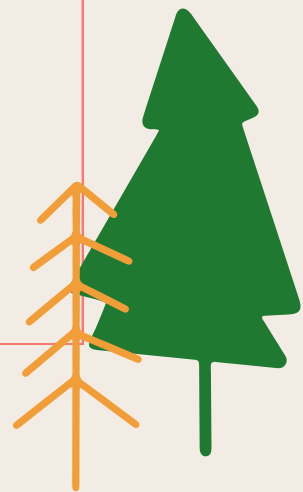
Messaging

- Emphasize the impact of their contribution on the chosen charity.
- Showcase networking opportunities with other senior leaders, reinforcing the event's significance.
- Communicate how the event aligns with Google's commitment to corporate social responsibility.

SCOPE OF WORK



<p>Event brand assets creation</p> <ul style="list-style-type: none">• Event logo, mini style guide with font and color scheme, moodboard, mindmap• Slogan/messaging	<p>Event Website</p> <p>Including all event info, activities, ticket purchase, fundraising charity</p>
<p>Printed and digital assets</p> <ul style="list-style-type: none">• 2 posters (for printed and email distribution)• 2 concept ads for Instagram• 2 concept ads for Facebook	<p>Event activities</p> <p>Art & Crafts</p> <p>Ornament Decorating Photo Booth with Santa Raffle Draw Christmas Carol</p>
<p>Event organization</p> <p>Arrange for all the event execution, venue decoration, catering, entertainment, and logistics management.</p>	<p>Tech Integration activities</p> <p>VR Holiday Games Interactive Displays Voice-activated Games (google assistant)</p>
<p>Charity Fundraising</p> <p>Collection of proceeds from ticket sales and sales of Christmas bakeries and goods to the charity that Google Employees vote for</p>	<p>Eats & Market</p> <p>Eats & Treats Gingerbread Cookies Roasted Chestnuts Hot Cocoa Stand</p>



PROPOSED TIMELINE



By adhering to this proposed timeline, we aim to ensure a well-organized and successful event that captivates audiences, engages the employees, and create positive publicity for Google in the name of Google Employees.



CONTACT US FOR INQUIRIES



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