



# Rockin' The Sunset - Concert For A Cause

An Event Proposal Created By  
Chassity Inglis

# Event Overview

Rockin' The Sunset - Concert For A Cause is a benefit concert that gathers an audience for a night of music and education about the various ways St. Francis Reflections Lifestage Care supports those that utilize their services in Brevard County. All proceeds for the concert go to underwrite various services that the Foundation provides funding for including NorthStar - Child Grief and We Honor Veterans.

Rockin' The Sunset will feature Elton John tribute band, Greggie And The Jets. There will be photo opportunities in front of a Rockin' The Sunset themed photo backdrop, feather boas, and fun sunglasses. Attendees will have the opportunity to purchase raffle tickets for a 50/50 drawing and other prizes throughout the event. Informational videos will play while the band switches eras to teach concert goers about St. Francis Reflections Lifestage Care services and the impact donations makes to the lives of St. Francis Reflections patients, their families, and other program users.

Rockin' The Sunset 2023 will take place at the Space Coast Stadium in Viera, Florida on February 24, 2023. Doors will open at 5 PM and the show will start promptly at 7 PM. This benefit concert will provide the opportunity for St. Francis Reflections Foundation to educate a large audience all at once on the benefits of the services, importance of supporting the programs, and potentially procure new donors.



# Venue Overview



Rockin' The Sunset - Concert For A Cause will take place at the USSSA Space Coast Complex located off of Stadium Parkway and easily assessable from I-95 in Viera, Florida. The concert will be on February 24, 2023 and gates of the stadium will open at 5pm with the show starting at 7pm.

# Venue Specifics

The USSSA Space Coast Complex is located in Viera, Florida on Stadium Parkway and consists of 15 turf fields. The main stadium can seat approximately 8,000 people. The venue is large enough and has the technical capabilities to easily house concerts. The stadium has a large Jumbotron that can live stream the field for everyone, regardless of where event attendees sit, to see what is happening on the field and/or stage.

There are many benefits to hosting the event in the stadium. There are stairs to enter the venue, but they adhere to ADA regulations and have an elevator for anyone in need. This venue offers ample parking through five parking lots including a lot designated for handicap parking.

According to the Space Coast Complex website, stadium rental is \$125 an hour. However, for an event the cost will be higher as they will charge for set-up and breakdown, employees, the use of their Jumbotron, and more. The venue offers the use of their online ticketing services as well, but charges 20% of ticket sales. The use of the concession stand is also an added expense. Outside food and drink are not allowed to be brought into the stadium. However, there are concession stands available that offer snacks, non-alcoholic drinks, and spirits.

There is no backup plan for weather. Rockin' The Sunset - Concert For A Cause is a rain or shine event.

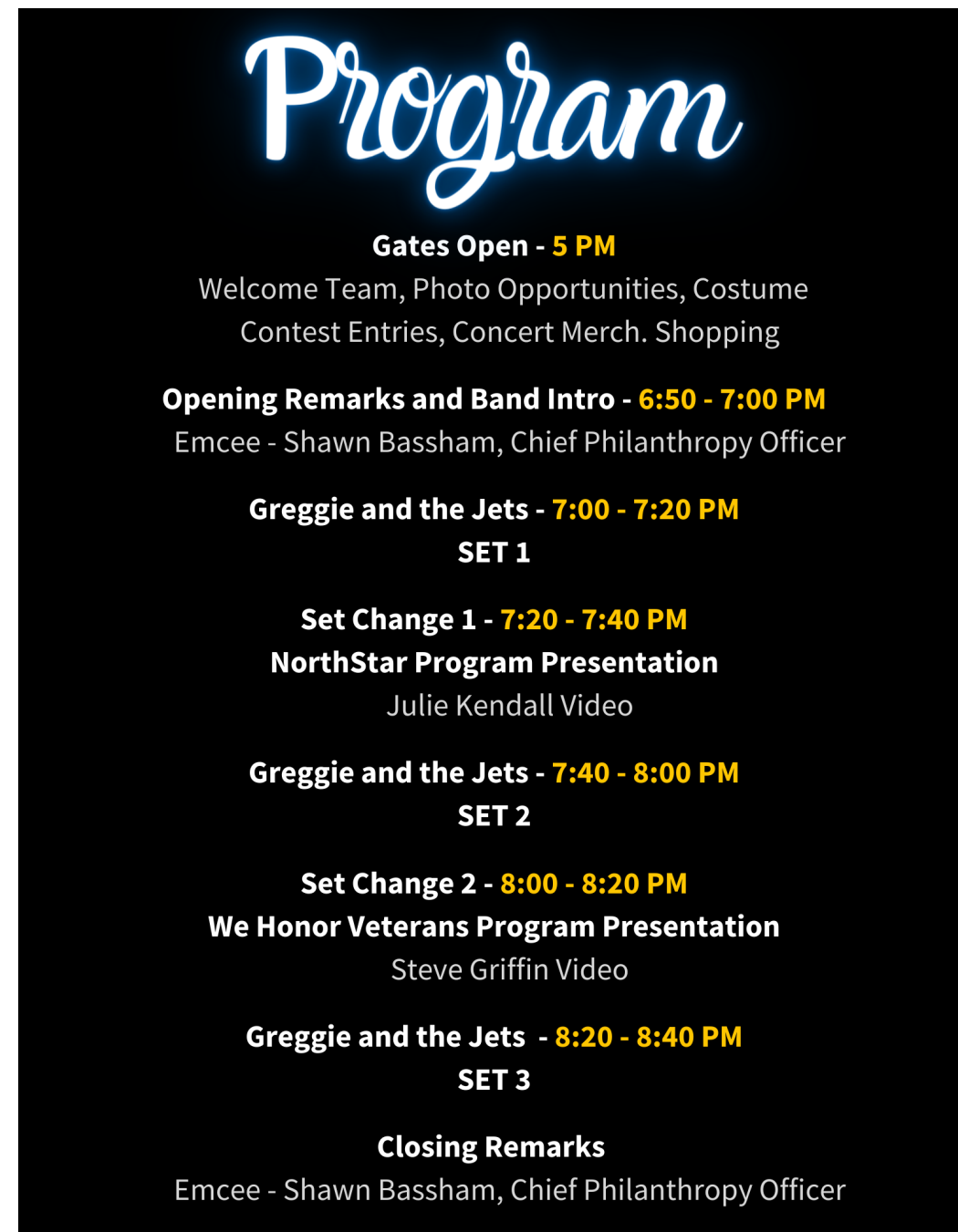


# Program



Left: Program for the concert attendees

Right: Program for the event team



# Promotional Plan

There are many promotional opportunities for Rockin' The Sunset - Concert For A Cause that can be utilized. The organization can submit free PSA's advertising the concert to local radio stations including Lite Rock 99.3 and WSBH 98.5 The Beach. A Facebook event will also be created tagging all event sponsors and tribute band, Greggie And The Jets, to generate free content and interest and provide a route of paid advertising with three \$50 post boosts spanning December, January, and February for a last minute purchasers.

St. Francis Reflections Foundation has also been gifted free digital billboard space through Spectrum and can use those to advertise Rockin' The Sunset during December and January. Digital flyers, graphics, and reminders will be sent via social media, email blasts, and internal staff communications inviting all to join the fun. Posters will also be printed for event partners to promote the event in their business.

# Budget

Item	Cost
Venue	\$125 an hour \$1,750 for the day
Concessions	Venue will take 20% from total sales.
T-Shirts	300 x \$6.09 \$1,827
Audiovisual	\$2,500 if live video is not required \$5,000 if live video is required
Stage 26' x 22' x 12'	\$6,400
Stage Barrier for Turf	Free Was donated for 2022 and has been kept in storage for future use.
Stage Set-Up and Tear Down	\$1,000
Band	\$3,500
Advertising	\$300
Signage For Staging	8' x 10' and Two 10' x 3' Banners \$620
Total	<b>\$10,877</b>



# Evaluation

The evaluation strategy following Rockin' The Sunset - Concert For A Cause will consist of a group meeting with my client, St. Francis Reflections Foundation. In the meeting we will discuss lessons learned, the best and worst aspects of the overall event, operational cost to host the event and final amount fundraised, total number in attendance, and number of t-shirt sales.

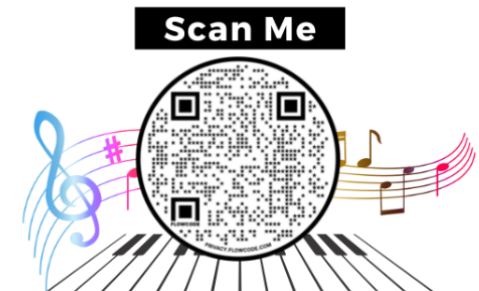
The evaluation strategy for the team will be an online survey emailed to the event volunteers. Volunteers have the opportunity to speak to more concert attendees throughout the event, which provides them with more opportunities to hear positive or negative feedback than the Foundation staff might. The volunteers also might experience different things that either worked really well or caused obstacles and those are great for the Foundation team to know for the following year as well.

Concert Attendees will also receive an online survey asking questions regarding their entire experience from learning of the event, purchasing tickets, and attending the concert itself. The information gathered from the concert goers will be vital in ensuring that the Foundation provides an enjoyable experience for as many people as possible so that they want to attend the following years.

Questions will include:

- Why did you decide to attend Rockin' The Sunset - Concert For A Cause?
- What could we do next year, that could make the event a more enjoyable experience for you?
- Did you have any issues purchasing tickets or merchandise through the website?
- Had you heard of St. Francis Reflections Lifestage Care before attending the concert?
- Would you want to attend Rockin' The Sunset again in the future?
- Would you volunteer for Rockin' The Sunset again next year if given the opportunity?

# Inspiration Board



# References

This should be done each week as needed to cite sources. Please use APA format and remember to cite images.

Dowson, R., & Bassett, D. (2015). *Event planning and management: A practical handbook for PR and events professionals*. London: KoganPage.

Browne, T. (2012). *The social trade show: Leveraging social media and virtual events to connect with your customers*. Indianapolis, IN: Que.