EVENT PROPOSAL

FOR THE 2021 INTERNATIONAL EQUESTRIAN SHOW & AUCTION



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Professional Event & Convention Planning Professor Suggs
27 April 2020

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Concept

Fusion 57

Fusion 57 is known for their attention to detail & producing high quality events. We hold our company to a high standard that will construct only the best unique events while keeping participants safe, engaged and and entertained. During the 2021 International Equestrian Show & Auction, we strive to produce events to keep guests entertained and involved in the Lexington Community. We plan to provide activities for all ages of guests during the three week duration. Through our well planned inclusive events we will give guests experiences that are sure to wow. We have scheduled all events for them to happen at least once a session to ensure that all guests have the chance to participate if they want too. We have teamed up with two Lexington establishments to provide offsite ancillary events for guests 21 and older to have the chance to escape and have some relaxation time. Fusion 57 strives to produce events that makes every participant feel special, leaving them wanting more.

Hospitality

For those traveling to the 2021 International Equestrian Show & Auction, no hospitality package would be complete without luxury accomadations. Fusion 57 will help guests with whatever needs they may need and can help with all neccessary arrangements for the trip. Fusion 57 has access to secure lodging for guests. We will locate and secure hotel space on a priority basis. In addition, transportation can be arranged for a car, limousine service, hotel shuttles, or a chartering private plane.

Timelines

Timeline

Event Planner TImeline

- 4-6 months prior to the event:
 - -Establish event goals and objectives with Mr. & Mrs. Roobypants
 - -Identify venues for all events.
 - -Develop a Master Plan.
 - -Get cost estimates.
 - -Create a budget.
 - -Recruit an event committee.
 - -Build a webpage for the event.
 - -Identify and confirm speakers/presenters/entertainers.
 - -Identify and contact sponsors/partners.
- 3-4 months prior to the event:
 - -Build out required documents for your team.
 - -Financial/Administration analysis
 - -Review security needs/plan for the events
 - -Investigate need for any special permits, licenses, insurance, etc.
 - -Assess accessibility requirements (e.g. all-gender restrooms, wheelchair accessibility, etc).
 - -Develop publicity pieces -- e.g., newsletter articles and/or ads, radio spots, print blog posts articles for submission to other publications and/or ads, etc.
 - -Develop and produce invitations, programs, posters, tickets, etc.
 - -Create event page on your website
 - -Enable/create email event notifications
 - -Determine VIPs and create invitation & tracking document
- 1-2 months prior to the event:
 - -Send reminders to your contact list regarding registration and participation.
 - -Reach out again to presenters/speakers regarding travel and accommodation details and request copies of speeches and/or presentations
 - -Sponsorship finalization
 - -Finalize and proofread printed materials.

Timeline

Event Planner TImeline

1 week prior to the event:

- -Have all committee chairs meet and confirm all details against Master Plan.
- -Brief any/all hosts, greeters, volunteers about their event duties and timelines.
- -Provide final registration numbers to caterer.
- -Do a final registration check, including name badges & registration list.
- -Confirm details with media attendees.

1 day prior to the event:

- -Confirm required (media/speakers) attendance.
- -Ensure all signage is in place
- -Ensure all promo items, gifts, plaques, trophies, etc. are on-site.
- -Ensure all A/V equipment is set up and working properly.

Day of Event:

- -Check in with Fusion 57 teams and committees
- -Double check weather and make sure events are able to take place
- -Check-in on all events as they begin and end

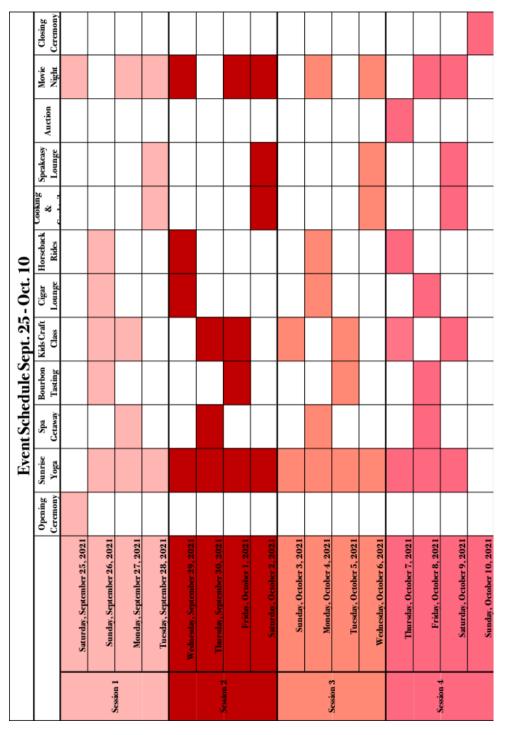
Post event:

- -Conduct a post-event survey
- -Reach out to event participants. Thank them for participating and promote your ongoing programs and how they can support you throughout the year by joining, volunteering or making a sustaining donation.
- -Conduct a team debrief to learn their thoughts.
- -Conduct a thorough evaluation of the event.
- -Analyze the success of events (participation, engagement, quality, etc.)

Master Schedule

Master Schedule

This is a master scheduling notating what day an event is taking place and what session it is during. A similar schedule will be given to all attendees and participants so they are aware of the schedule for all four sessions.



Session Schedules

Session 1

	Saturday, September 25, 2021	Sunday, September 26, 2021	Monday, September 27, 2021	Tuesday, September 28, 20	
7:00a.m.					
7:30a.m.		Sunrise Yoga	Sunrise Yoga	Sunrise Yoga	
8:00a.m.		Sunrise roga 7:45am-8:30am	7:45am-8:30am	7:45am-8:30am	
8:30a.m.		7:45am-6:50am	7:45am-6:50am	1:45am-0:50am	
9:00a.m.					
9:30a.m.					
10:00a.m.					
10:30a.m.	0 . 6				
11:00a.m.	Opening Ceremony 10:00am-12:00pm		S C-+		
11:30a.m.	10:00am-12:00pm		Spa Getaway 9:30am-2:30pm		
12:00p.m.			9:30am-2:30pm		
12:30p.m.		Bourbon Tasting & Tour			
1:00p.m.		12:30pm-4:30pm			
1:30p.m.		12.30pm-4.30pm			
2:00p.m.					
2:30p.m.		Kids Craft Class			
3:00p.m.		2:00pm-4:00pm	Kids Craft Class 2:00pm-4:00pm		
3:30p.m.		2.00pm-1.00pm			
4:00p.m.					
4:30p.m.					
5:00p.m.				Cooking & Cocktails	
5:30p.m.				4:00pm-6:30pm	
6:00p.m.					
6:30p.m.					
7:00p.m.					
7:30p.m.				Movie Night	
8:00p.m.				7:45pm-10:00pm	
8:30p.m.	Movie Night		Movie Night		
9:00p.m.	7:45pm-10:00pm	Cigar Lounge	7:45pm-10:00pm		
9:30p.m.		8:00pm-11:00pm			
10:00p.m.		oloopiii 11.00piii			
10:30p.m.					
11:00p.m.				Speakeasy Lounge	
11:30p.m.				9:00pm-12:00am	
12:00a.m.					

Session 2

	Session 2			
	Wednesday, September 29, 2021	Thursday, September 30, 2021	Friday, October 1, 2021	Saturday, October 2, 20
7:00a.m.				
7:30a.m.	Sunrise Yoga	Sunrise Yoga	Sunrise Yoga	Sunrise Yoga
8:00a.m.	7:45am-8:30am	7:45am-8:30am	7:45am-8:30am	7:45am-8:30am
8:30a.m.				
9:00a.m.				
9:30a.m.				
10:00a.m.				
10:30a.m.				
11:00a.m.		Spa Getaway		
11:30a.m.		9:30am-2:30pm		
12:00p.m.		5.00ши 2.00ри		
12:30p.m.			Bourbon Tasting & Tour	
1:00p.m.			12:30pm-4:30pm	
1:30p.m.			талооры - поорш	
2:00p.m.				
2:30p.m.			Kids Craft Class	
3:00p.m.		Kids Craft Class	2:00pm-4:00pm	
3:30p.m.		2:00pm-4:00pm	2:00piii-4:00piii	
4:00p.m.		2:00piii-4:00piii		
4:30p.m.				
5:00p.m.				Cooking & Cocktails
5:30p.m.				4:00pm-6:30pm
6:00p.m.				
6:30p.m.				
7:00p.m.				
7:30p.m.				M
8:00p.m.				Movie Night
8:30p.m.			Movie Night	7:45pm-10:00pm
9:00p.m.			7:45pm-10:00pm	
9:30p.m.	Cigar Lounge			
10:00p.m.	8:00pm-11:00pm			
10:30p.m.				
11:00p.m.				Speakeasy Lounge
11:30p.m.				9:00pm-12:00am
12:00a.m.				

Session 3

	Sunday, Ocotber 3, 2021	Monday, Ocotber 4 2021	Tuesday, October 5, 2021	Wednesday, October 6, 20
7:00a.m.				
7:30a.m.	Sunrise Yoga	Sunrise Yoga	Sunrise Yoga	Sunrise Yoga
8:00a.m.	7:45am-8:30am	7:45am-8:30am	7:45am-8:30am	7:45am-8:30am
8:30a.m.	r:45am-6:50am	7:43am-0:30am	r 24-3ain-0:30ain	7245ani-6:50ani
9:00a.m.				
9:30a.m.				
10:00a.m.				
10:30a.m.				
11:00a.m.				
11:30a.m.		Spa Getaway		
12:00p.m.		9:30am-2:30pm		
12:30p.m.		9.00am-2:50pm	Bourbon Tasting & Tour	
1:00p.m.			12:30pm-4:30pm	
1:30p.m.			12.00pm 1.00pm	
2:00p.m.				
2:30p.m.	Kids Craft Class		Kids Craft Class	
3:00p.m.	2:00pm-4:00pm		2:00pm-4:00pm	
3:30p.m.	2.00рш 2.00рш		2.00pm 1.00pm	
4:00p.m.				
4:30p.m.				
5:00p.m.				Cooking & Cocktails
5:30p.m.				4:00pm-6:30pm
6:00p.m.				
6:30p.m.				
7:00p.m.				
7:30p.m.		Movie Night		Movie Night
8:00p.m.		7:45pm-10:00pm		7:45pm-10:00pm
8:30p.m.				7.45piii-10:00piii
9:00p.m.				
9:30p.m.				
10:00p.m.				
10:30p.m.		Cigar Lounge		
11:00p.m.		8:00pm-11:00pm		Speakeasy Lounge
11:30p.m.				9:00pm-12:00am
12:00a.m.				

Session 4

	Session 4			
	Thursday, October 7, 2021	Friday, October 8, 2021	Saturday, October 9, 2021	Sunday, October 10, 202
7:00a.m.				
7:30a.m.	Committee Volume	C	C	
8:00a.m.	Sunrise Yoga 7:45am-8:30am	Sunrise Yoga 7:45am-8:30am	Sunrise Yoga 7:45am-8:30am	
8:30a.m.	7:45am-6:50am	7:45am-6:50am	7:45am-6:50am	
9:00a.m.				
9:30a.m.				
10:00a.m.				
10:30a.m.		Spa Getaway		
11:00a.m.		9:30am-2:30pm		
11:30a.m.				
12:00p.m.				
12:30p.m.				
1:00p.m.				
1:30p.m.				
2:00p.m.				
2:30p.m.	W1 0 4 0		Kids Craft Class	
3:00p.m.	Kids Craft Class		2:00pm-4:00pm	
3:30p.m.	2:00pm-4:00pm	Bourbon Tasting & Tour		
4:00p.m.		12:30pm-4:30pm		
4:30p.m.				
5:00p.m.			Cooking & Cocktails	
5:30p.m.			4:00pm-6:30pm	
6:00p.m.				
6:30p.m.				
7:00p.m.	Auction			
7:30p.m.	5:30pm-9:00pm	Movie Night		
B:00p.m.		7:45pm-10:00pm	Movie Night	Closing Ceremony
B:30p.m.			7:45pm-10:00pm	6:00om-10:00pm
9:00p.m.				
9:30p.m.				
10:00p.m.				
10:30p.m.		Cigar Lounge		
11:00p.m.		8:00pm-11:00pm	Speakeasy Lounge	
11:30p.m.		22100 pm	9:00pm-12:00am	
12:00a.m.	1			

Budget

Budget

Event Budget			
Event	Price	Tota	ls
Opening Ceremony (occuring 1 time)			
Dupree Catering & Events (\$22.50/person for approx. 350 people & Tableware)	\$ 6,750.00		
Amendment 21 Bartending (\$15/person for approx. 200 people & Bartenders)	\$ 3,000.00		
Oram's Florist	\$ 700.00		
Bryant's Rent-alls (Stage, Food & Drink Tables; 10 ten-person Tables & Chairs & Linens)	\$ 600.00		
Security (\$100/person x 6)	\$ 600.00		
Staffing (10 Fusion 57 employees; Rosemont Employees paid by Rosemont)	\$ 3,600.00		
	Total:	\$	15,250.00
Sunrise Yoga (occuring 14 times)	•		
Sterling Hot Yoga (\$75/day)	\$ 1,050.00		
Staffing (1 Fusion 57 Employee \$18/hour)	\$ 252.00		
	Total:	\$	1,302.00
Spa Getaway (occuring 4 times)			
The Woodhouse Day Spa (not including participant fees)	\$ 10,000.00		
GoGo Bus Charters (20 passenger van & driver)	\$ 1,900.00		
Staffing (1 Fusion 57 Employee \$18/hour)	\$ 288.00		
0,	Total:	\$	12,188.00
Bourbon Tour & Tasting (occuring 4 times)			
Woodford Reserve & Distillery (not including participant fees)	\$ 16,000.00		
GoGo Bus Charters (56 passenger bus & driver)	\$ 2,400.00		
Staffing (3 Fusion 57 employees \$18/hour)	\$ 864.00		
Stating (of distribution of employees \$10/ flour)	Total:	\$	19,264.00
Kids Craft Class (occuring 8 times)	Total.	φ	17,204.00
Cut & Paste Craft Studio (acrylic paint, canvases & brushes)	\$ 2,000.00		
North Lime Coffee & Donuts (\$10/person for approx 100 people)	\$ 8,000.00		
Bryant's Rent-alls (14 ten-foot banquet table, chairs & round food and beverage tables)	\$ 2,616.00		
Staffing (2 Fusion 57 employees \$18/hour)	\$ 576.00		
Stating (21 distribution of employees \$10/ flour)	Total:	\$	13,192.00
Cigar Lounge (occuring 4 times)	Total.	Ψ	10,172.00
Jake's Cigar Lounge	\$ 1,300.00		
Amendment 21 Bartending (Cash bar set up for 3 hours & 2 Bartenders)	\$ 1,200.00		
Bryant's Rent-alls (tables for bar & cigars & linens & uplights)	\$ 350.00		
Security (\$100/person for 1 secruity guard)	\$ 400.00		
Staffing (1 Fusion 57 Employee \$18/hour)	\$ 216.00		
Staining (11 usion 51 Employee \$107 nour)	Total:	\$	3,466.00
Horseback Ride Tours (occuring 4 times)	Total:	Ф	3,400.00
Staffing (guides are paid by Rosemont Farms)	\$ -		
Stating (guides are paid by Rosemont Paritis)	Total:	\$	
Cooling and Cooling Class (consider 4 times)	Totai:	ą	
Cooking and Cocktails Class (occuring 4 times) WildThyme Cooking (\$500 flat fee for all set up and supplies) (not including participant fee)	e 2,000,00		
	\$ 2,000.00		
Bryant's Rent-alls (12 six-foot tables) Staffing (2 Fusion 57 employees \$18/hour)	\$ 288.00		
Statting (2 Fusion 57 employees \$16/ nour)	\$ 360.00	ø	9.649.00
Speakeast Lounge (according 4 times)	Total:	\$	2,648.00
Speakeasy Lounge (occuring 4 times)	ė 6 200 00		
Dupree Catering & Events (\$45/person for 35 people & tableware)	\$ 6,300.00		
Amendment 21 Bartending (cash bar set up for 3 hours & 2 Bartenders)	\$ 1,200.00 \$ 6,200.00		
Casino Party Rentals (gambling tables & dealers) The Rend ENCORE (flat rate of \$750)	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
The Band ENCORE ((flat rate of \$750)	\$ 3,000.00		
Bryant's Rent-alls (tables for bar & food & & linens & uplights)	\$ 520.00		
Security (\$100/person for 1 secruity guard)	\$ 400.00		
Staffing (1 Fusion 57 Employee \$18/hour)	\$ 216.00	d	15 006 00
	Total:	\$	17,836.00

Budget

Auction (occuring 1 time)	A 0.075.00		
Dupree Catering & Events (\$26.50/person for approx. 350 people & Tableware)	\$ 9,275.00		
Amendment 21 Bartending (\$15/person for approx. 200 people & Bartenders)	\$ 3,000.00		
Oram's Florist (centerpieces)	\$ 1,225.00		
Bryant's Rent-alls (35 ten-seat round tables, chairs, food & drink tables, linens & uplights)	\$ 700.00		
Auctioneer (flat fee \$500)	\$ 500.00		
Security (\$100/person x 6)	\$ 600.00		
Staffing (10 Fusion 57 employees; Rosemont Employees paid by Rosemont)	\$ 3,600.00 Total:	s	18,900.00
Movie Nights (occuring 9 times)	10tar.	φ	10,900.00
Movies (9 movies for \$20 each)	\$ 180.00		
Sam's Clubs Supplies (\$160/night)	\$ 1,440.00		
Bryant's Rent-alls (2 tables for popcorn setup)	\$ 180.00		
Staffing (2 Fusion 57 employees \$18/hour)	\$ 648.00		
Stating (21 usion of employees 910, nour,	Total:	\$	2,448.00
Closing Ceremony (occuring 1 time)			
Dupree Catering & Events (\$30.50/person for approx. 350 people & Tableware)	\$ 10,675.00		
Amendment 21 Bartending (\$18/person for approx. 200 people & Bartenders)	\$ 3,600.00		
Oram's Florist (centerpieces)	\$ 770.00		
Bryant's Rent-alls (35 ten-seat round tables, chairs, food & drink tables, & linens)	\$ 600.00		
Tommy O'Keeffe Band (flat fee; will be providing sound, lights, and stage)	\$ 8,750.00		
Pyrotechnics Display Inc.(flat fee)	\$ 7,000.00		
Security (\$100/person x 6)	\$ 600.00		
Staffing (10 Fusion 57 employees; Rosemont Employees paid by Rosemont)	\$ 3,600.00		
1 , 1	Total:	\$	35,595.00
Other Expenses			
Fireworks Permit	\$ 500.00		
Fireworks Insurance	\$ 1,000.00		
Collatoral Materials	\$ 6,800.00		
Marketing	\$ 5,000.00		
Alcohol Permit	\$ 1,500.00		
Noise Permit for Concert	\$ 800.00		
Maria Linna Para	\$ 600.00		
Music Lisence Fees		-	
Music Lisence rees	Total:	\$	16,200.00

Pre-Praduction

Pre-Production

Vendor Meetings

Communication between Fusion 57 and vendors is crucial to the success to all events. Before choosing our vendors we must access the needs of each event and make sure the vendor we choose fulfills our criteria. Once a vendor is selected, we must issue and amange the appropriate contractual information which will include a contract, letter of understanding, engagement agreement, purchase order and seller invoices.

Below is a list of Vendors that we have selected to fulfill our needs throughout the three weeks of events:

- -Dupree Catering & Events
- -Amendment 21 Bartending
- -Oram's Florist
- -Bryant's Rent-alls (Tables & Up-lights)
- -Sterling Hot Yoga
- -The Woodhouse Day Spa
- -Woodford Reserve & Distillery
- -Cut & Paste Craft Studio
- -North Lime Coffee & Donuts
- -Jake's Cigar Bar
- -WildThyme Cooking
- -Casino Party Experts
- -The Band ENCORE of Lexington
- -Pyrotechnic Display Inc.
- -Tommy O'Keeffe



Pre-Production

Vendor Proposals

On each vendor proposal Fusion 57 must communicate many things to determine whether or not the vendor is right for the job. We must introduce ourselves, what the project goals and scope of the event is, timeline, elements of proposal, budget, possible roadblocks, evaluation criteria and time and place of submission schedule.

Request for Proposal

RFP: [Project Name]	Proposal Due By: [Date]	[Company Name]		
Project Overview:				
[Insert Project Overview]				
Project Goals:				
Goal 1Goal 2Goal 3				
Scope of Work:				
[Describe Scope of Work i	n Greater Detail]			
Current Roadblocks and E	Barriers to Success			
 Roadblock 1 Roadblock 2 Roadblock 3 				
Evaluation Metrics and Criteria				
 Criteria #1 Criteria #2 Criteria #3 				
Submission Requirements				
 Requirement #1 Requirement #2 Requirement #3 				
Project Due By: [Enter Pro	ject Due Date]	Budget: [Amount]		
Contact: [Enter Name]	Email: [Enter Email]	Phone #: [Enter Number]		

Pre-Production

Record Keeping

At all events Fusion 57 staff will either be taking a headcount, checking in guests at the door, or having participants sign in along with using the EventMobi app. Registration files, social media waivers, liability forms, vendor contracts, allergy and medical forms, staff lists, permits, insurance forms, event breakdowns, and catering information will be documented in a master plan binder for ALL events. The following sheet is an example sign-in sheet.

	Event
	Date & Time
Name:	Phone #()
Name:	
Name:	$\mathbf{p}_{\mathbf{q}}$
Name:	Phone #()
Name:	Phone #()
Name:	
Name:	
Name:	
Name:	
Name:	Phone #()
Name:	
Name:	
Name:	
Name:	
Name:	Phone #()
Name:	
Name:	
Name:	Phone #() -
Name:	
Name:	D1 #()
Name:	Phone #()

Production Phase

Production Phase

Load-in & Load-out

On September 20th, 2021 Fusion 57 will begin the load-in process at Rosemont Farms by first doing a site inspection and walkthrough. All vendors will be contacted and confirmed again this week. Setting up for the opening ceremony will start two days before the opening ceremony while other events are in preparation as well. Preparation for all other events will happen the day before the event with necessary load-out procedures taken following the events.

Inspection

The sample site inspection checklist should be customized to include the selection criteria and specifications important to the particular event to be held. Inspections should be done for all events, offsite ancillary events, and hotels.

Site Inspection Form	
Site Inspection Conducted by:	Date://
Site Name:	
Address & Location:	
Contact Person:	
Contact Person Phone #:()Site Phone	e #:()
Email:	
Property Specifications:	
Parking:	
Distance & Travel Time from Rosemont Farms:	
Appearance:	
Power:Approved Capacities:	
# of Emergency Exits: Ceiling Height:	
Property Amenities (bar, concierge, wi-fi, etc.):	
Décor & Furnsihings:	
Condition & Cleanliness:	
Access to stairs/elevators:	
Backup Generator: Fire extinguishers	:
Security:	

Production Phase

Master Plan Binder

Registration files, social media waivers, liability forms, vendor contracts, allergy and medical forms, staff lists, permits, insurance forms, event breakdowns, and catering information will be documented in the Master Plan Binder as well as the EventMobi app. In the app this information will only be visible to necessary staff and not to the public. Copies of this Master Plan Binder will be made for each committee head.

Communciation Systems

At Fusion 57 we encourage an open channel of communication making it clear that safety of everyone is our top priority To eliminate the distribution of misinformation, all staff will meet for meetings every morning at 8am prior to all daily events. The app EventMobi will be updated every time their is a necessary change of information so that all guests and staff can stay up to date with correct information. All committee heads of Fusion 57 will have walkie talkies so have easy communication with the Event Coordinator and other committees.

Event Survival Kit

The following items will be assembled and kept in a large road-box and will be easily accessible for any committee head. The inventory should be replaced promptly after use and checked at the end of each day.

Aspirin	Flashlight	Rubber Bands
Bar of Soap	Hammer	Safety Pins
Batteries	Makers, Pens	Scotch Tape
Bottle Opener	Masking Tape	Stapler & Staples
Carpet Tape	Matches & Lighters	Staple Remover
Clothespins	Nails & Screws	Straight Pins
Dental Floss	Notebook	Three-pring Adapter
Duct Tape	Paper Clips	Toothpicks
Electrical Tape	Paper Towels	Trash Bags
Extension Cord	Phillips Screwdriver	Twist Ties
Facial Tissue	Pliers	Wire Cutters
First Aid Kit	Pushpins	Ziploc Plastic Bags

Past Production

Post Production

Evaluation

Evaluations and research will give us the information required to devise and implement effective practices and conrols that lead to better results in the future. To measure and identify success we will implement the following methods:

Surveys collecting:

Participant Feedback

Demographic Data

Preferences

Satisfaction Levels

Advisory Panels

Focus Groups

Opinion Polls

Verbal Reviews

Rating Scales

Committee Debriefs

Analyze Information

Once all the necessary evaluation data is gathered, Fusion 57 will analyze, quantify, and qualify the information and then compile it into reports that will serve current obligations and contribute to future endeavors.

Documentation & Archives

All information pertaining to events should be documented and logged. Documentation will provide historical records that we can use in our future research for an event. Documented materials will include costs, venue specifications, evaluations, event designs site plans, and any other materials that were seen helpful. Archival materials from individual events should be stored together. Materials include brochures, flyers, advertisings specialities, press clippings, photos, videos, and other materials. Digital and paper copies should be produced of all documentation and archival material.

Payment Schedules

All vendors will be payed half of their amount at the time of the singing of contracts and the rest of the payment will be made within 7 days of their use.

Spening eremany



Opening Ceremony

The Opening Ceremony is a significant event to mark the start of the 2021 International Equestrian Show and Auction. The purpose of the event is to introduce who will be competing and make attendees feel welcomed to Rosemont Farms and Lexington, Kentucky. We want to produce excitement about all social and competitive events to come. This event will set the tone for the entirety of the Equestrian Show and Auction and take place September 25th at 10:00am-12:00pm.. Local news stations and newspapers will be invited to cover the event along with photo opportunities prior and after with some of our elegant backdrops that the décor creates.

During the Opening Ceremony the Master of Ceremonies (John Calipari, UK Men's Basketball Coach) will introduce speakers and entertainment keeping the ceremony agenda flowing. We will invite the Mayor of Lexington to give a welcoming address and unveil the Rosemont Farm Ring of Roses that will be awarded at the end of all the equestrian competitions, to signal the official start of the Equestrian Show & Auction. After the unveling, he Master of Ceremonies will introduce the horses, riders, and the horse owners during a parade of the horses. Other announcements about the competition will take place, then the Master of Ceremonies will invite attendees to gather to the North End of the arena to mingle and for light snacks & beverages prior to the starting events.

Parking & Transportation

Attendees will provide their own transportation to Rosemont Farms via personal cars or hotel shuttles. There will be VIP Parking for the Master of Ceremonies, Mayor and Premium Package attendees. General parking will be for use of all other attendees. Cart shuttles will be available from parking lot to arena.

Site Requirements

All guests, competitors and attendees are invited to the Opening Ceremony meaning the space must be large enough to hold a sizable amount of patrons. We have planned to hold the event in the Indoor Formal Arena, therefore there will be enough space for all attendees and animals.

Décor

The event color scheme is Black, Red & White which you will see accents of throughout the entirety of the event. There will be a stage decorated with floral arrangements and greenery located in the middle of the arena. On stage there will be a podium along with a display and cover for the Rosemont Farms Ring of Roses. All floral arrangements will be provided by Oram's Florist of Lexington, Kentucky.



Risk Management

On-site security will be doing perimeter checks during the duration of the event and checking bags upon guests arrivals. All IDs must be checked for those purchasing alcoholic beverages for consumption. No persons under the legal drinking age of 21 years old will be served. For medical emergencies Rosemont Farms will have a Medical Tent set up. Animal "Handlers" will also be present to manage and control the horses. These will both ensure the safety of the guests.

Food & Drink

There will be light snacks and beverages catered by Dupree Catering & Events to be enjoyed following the Opening Ceremony Announcements. Light snacks will include Chicken and Waffle Sliders, Vegetarian Mini Quiche, Avocado Toast Bruschetta, Fresh Fruit and Mini Chocolate Croissants. All of the food we be labeled and served buffet style on circular high top tables, out of the reach of children's sticky fingers. All beverages will be located and ordered at the bar. Non-alcoholic beverages to be served include iced tea, sweet tea, water and lemonade. While alcoholic beverages to be served include Mint Juleps, Mimosas, a selection of Beers, along with a "Make Your Own Bloody Mary" bar.



	Open	ing Ceremony
W/L am	Date:	Saturday, September 25, 2021
When	Time:	10:00am-12:00pm
Purpose	Goals:	Introduce who will be competing; To make attendees feel welcome and want to explore the city of Lexington
Turpose	Objectives:	Welcome the attendees and get them excited about the social and competitive events to come. Set the tone for the entirety of the Equestrian Show & Auction.
Site Requirements	Place:	Indoor Formal Arena
Site requirements	Occupancy:	no limit
Ente	Entertainment:	Master of Ceremonies (John Calipari, UK Men's Basketball Coach) will introduce speakers and entertainment keeping the ceremony agenda flowing; Mayor give a welcoming address and unveils the Rosemont Farm Ring of Roses to signal the official start of the event; Parade of the horses & equestrians introducing the horse, rider, and the horse owner; Announcements of the equestrian events taken place the day. After announcements Master of Ceremonies invites attendees to gather to the North End of the arena to mingle and for light snacks & beverages prior to the starting events.
Event Elements	Food & Drink:	Drinks (located at a bar): Iced Tea, Sweet Tea, Lemonade, Water, Mimosas, Mint Juleps, and a selection of Beer, along with a "Make Your Own Bloody Mary" Bar. Light Snacks (Circular High-Top Tables): Chicken & Waffle Sliders, Vegetarian Mini Quiche, Avocado Toast Bruschetta, Fresh Fruit, & Mini Chocolate Croissants.
	Risk Management:	ID Check for Alcoholic Beverages, Adequate number of "Handlers" on site to manage and control the horses, Medical Tent in case of any medical emergencies. Security doing perimeter checks & checking bags.
	Décor:	Color Scheme: Black, Red, & White, Welcome Banner, Stage & Podium, Ring of Roses, Display Stand, Pole & Drape to cover Ring of Roses, High-top Food tables, tableware, two dozen rose bouquets, Rosemont Farms Photo Backdrop
	Parking:	VIP Parking for MC & Mayor and Premium Package attendees. Spectator Parking will be in general Parking.
	Waste Management:	Rosemont Farms & the Catering Company will be providing the waste management receptacles & disposal.

	Floor Plan:	Stage will be set center arena with no spectator seating behind it. Food & Bars will be set at the North end of the Arena.
	Transportation:	Attendees will provide their own transportation to Rosemont Farms via personal cars or hotel shuttles. Cart shuttles will be available from parking lot to arena.
	Tech production:	Microphones & Speakers, Arena Lighting
	Rentals:	Tables, table linens, Stage & Podium, Microphones & Speakers
Event Elements	Guest Services:	Lost & Found, Medical Services, Entrance Staffing, Medical Services, Information Booth, Restroom Facilities
	Media Production:	Fusion 57 staff taking pictures and video
	Collateral Material:	Ceremony Programs, Facility Map, Event Booklet with full schedule, Welcome Banner, Photo Backdrop. Food Labels.
	Off-Site programs:	n/a
	Staffing:	Vendor staffing, Fusion 57 production staff for ceremony, Entrance Staffing
Promotional Strategy	Marketing:	Opening Ceremony will be advertised & marketed on the event website, and in the event brochure.
Risk Analysis	Risk Assessment:	Speaker cancellations, vendor not showing up. Food allergies.
,	Threats:	n/a
Public Relations Strategy	Media:	Invite Local News Stations & Newspapers to cover, there will be photo opportunities throughout the event and using our Photo Backdrop, John Calipari (UK Men's Basketball Coach), Lexington Mayor

	Sponsorships	Rosemont Farms, Jim Beam Bourbon Company, Oram's Florist
Sponsorship Program	Donors	n/a
	Grants	n/a
	Gifts	Rosemont Farms Ring of Roses from Oram's Florist in Lexington, KY
	Dignitaries	John Calipari, Mr. & Mrs. Roobypants, President of the International Equestrian Association will be in attendance
	Government Officials	Lexington Mayor will be in attendance
Protocol	Special Equipment	Rosemont Farm, Kentucky State Flag, United States Flag
	Vendors	Food & Drink Catering: Dupree Catering & Events Floral Arrangements: Oram's Florist
Availability Resources	People	Full-time staff of Rosemont Farms, Fusion 57 Staff, Security, Food Servers & Bartenders, Horse Handlers, Production Team

Bourbon

Easting

Four



Bourbon Tasting & Tour

We will invite guests to participate in a Bourbon Tasting and Distillery Tour at the Woodford Reserve & Distillery, located at 7785 McCracken Pike, to give them a recreational and educational opportunity and provide an elegant and refined environment. We will provide safe transportation to and from the Bourbon Tasting & Tour and a social outing for event attendees to experience the Lexington culture and Kentucky Bourbon at its finest. This excursion will be available to attendees 21 and older for a fee of \$100 which will include lunch, tasting & tour, 2 cocktails of choice, water for the trip home and round-trip transportation.

To help with the risk of over-intoxication, upon arrival at The Woodford Reserve guests will be treated to a light lunch of soups and sandwiches at the Glenn's Creek Café. After lunch we will proceed to the distillery for the 1 hour tour to explore the history of bourbon and Woodford's historic barrelhouse. Following the distillery tour, guests will be treated to a private tasting of Woodford's best bourbons. After the tour and tasting, attendees will have the opprotunity to mingle and enjoy two cocktails per person at either of the two onsite bars until departure time. On the bus ride back bottles of water will be provided for guests.

Parking & Transportation

We require at least 20 participants sign-up for the event to have it and the maximum about that is allowed is 48. Attendees will transport themselves via personal car or hotel shuttle to Rosemont Farms to be ready to depart at 9:30am. VIP parking for premium guests and general parking for other attendees will be available. Participants will be charted to and from the Woodford Reserve & Distillery as a part of the tasting & tour package on a 56 passenger bus rented from GoGo Bus Charters. The charter busses will depart at 12:30pm and arrive at the distillery at 1:00pm. After the tour and tastings, guests will depart at 4:00pm and arrive back at Rosemont Farms at 4:30pm. Three Fusion 57 employees will attend the excursion as well to monitor the safety of all attendees.

Food & Drink

As stated before, participants will be served a lunch provided by Glenn's Creek Café which will offer an array of soups and sandwiches for the attendees to choose from and a variety of NON-ALCOHOLIC beverages. (only non-alcoholic beverages are available at the café) Later during following the distillery tour, Woodford Reserve will offer a tasting of 5 select bourbons, guests may then proceed to one of the two on-site bars for two cocktails of their choosing



BOURBON

OLD FASHIONED



BOURBON MANHATTAN



BOURBON
WHISKEY SOUR



BOURBON
MINT JULEP



BOULEVARDIER



BOURBON
WOODFORD + GINGER +
LIME

Bourbon Tasting & Tour		
When	Dates:	Sunday, September 26,2021 Friday, October 1, 2021 Tuesday, October 5, 2021 Friday, October 8, 2021
	Time:	Depart from Rosemont at 12:30pm; Arrive at The Woodford Reserve at 1:00pm; Depart from The Woodford Reserve at 4:00pm; Arrive back at Rosemont at 4:30pm
	Goals:	Provide a recreational and education tasting & tour of a Kentucky bourbon distillery
Purpose	Objectives:	Provide safe transportation to and from the Bourbon Tasting & Tour and a social outing for event attendees to experience the Lexington culture and Kentucky Bourbon at its finest.
Cita Daguinamenta	Place:	The Woodford Reserve & Distillery, 7785 McCracken Pike, Versailles, KY 40383
Site Requirements	Occupancy:	Required Minimum: 20 Max: 48; Participants must sign up ahead of time
Event Elements	Entertainment:	To help with over intoxication, upon arrival at The Woodford Reserve guests will be treated to a light lunch of soups and sandwiches at the Glenn's Creek Café. After lunch we will proceed to the distillery for the 1-hour tour to explore the history of bourbon and Woodford's historic barrelhouse. Following guests will be treated to a private tasting. After the tour and tasting, attendees will have the opportunity to mingle and enjoy two cocktails per person at either of the two onsite bars until departure time. On the bus ride back bottles of water will be provided for guests.
	Food:	Lunch will be provided by Glenn's Creek Café; an array of soups and sandwiches will be available for the attendees to choose from and a variety of NON-ALCOHOLIC beverages. (only non-alcoholic beverages are available at the café) Following the tour the distillery will offer a tasting of 5 select bourbons, guests may then proceed to one of the two on-site bars for two cocktails of their choosing.

	Risk Management:	3 Fusion 57 Employees will be in attendance accompanying the participants making sure everything runs smoothly.
	Décor:	The Woodford Reserve & Distillery will provide an elegant and refined yet historic environment for guests.
	Parking:	VIP Parking for Premium Package attendees at Rosemont. Other attendees may park in General Parking at Rosemont. Participants will be chartered to spa.
	Waste Management:	The Woodford Reserve will be responsible for the waste management receptacles & disposal.
	Floor Plan:	n/a
	Transportation:	GoGo Bus Charters; 56 Passenger Bus
Event Elements	Tech production:	n/a
	Rentals:	GoGo Charter Bus
	Guest Services:	Fusion 57 Employees and The Woodford Reserve staff members. Restroom Facilities.
	Media Production:	Fusion 57 staff taking pictures and video
	Collateral Material:	The Woodford Reserve & Distillery will provide a map of the entire reserve in an informational brochure about the history of the distillery. Sign-in sheet for Record Keeping purposes.
	Off-Site programs:	This excursion will be available to attendees 21 and older for a fee of \$100 which will include lunch, tasting & tour, 2 cocktails of choice, water for the trip home and round-trip transportation.
	Staffing:	Fusion 57 Employees and The Woodford Reserve staff members.

Promotional Strategy	Marketing:	Bourbon Tasting & Tour will be advertised & marketed on the event website, and in the event brochure.
Risk Analysis	Risk Assessment:	Guests MUST be 21 to attend this outing. There is a tasting and 2 (TWO) drink maximum policy. Bus Breaking Down. Allergic Reaction.
	Threats:	Over-consumption of alcohol.
Public Relations Strategy	Media:	There will be photo opportunities throughout the entire excursion.
	Sponsorships	The Woodford Reserve & Distillery
	Donors	n/a
Sponsorship Program	Grants	n/a
	Gifts	The Woodford Reserve & Distillery will be providing each guest with swag bags. (sticker, shot glass, coozie, hat)



Speakeasy Lounge

We invite Premium guests back in time to spend and exciting glamorous evening in an intimate environment at Rosemont Farms own speakeasy. We ask attendees to dress in a 1920s theme. All premium guests will be invited and we will have a Fusion 57 employee checking the guest list before patrons are allowed to enter.

Guests must be of 21 years of age or older to enter and the Bartender will be checking IDs. To provide Premium guests an exclusive experience that stands out compared to the Cigar Lounge we plan to have Casino Party Experts set up gambling tables including Blackjack, Craps, and Roulette. There will not be gambling for money but chips can be turned in for prizes that winners may keep or donate towards the auction on October 7th. If the Speakeasy is on the night of October 9th, winners will have the opportunity to donate their prizes back to Rosemont Farms and The Ronald McDonald House.





Food & Drink

Attendees will be treated to an array of cocktails and mock-tails provided by Amendment 21 at a cash bar. Appetizers included cheese platters, assorted nuts, oysters Rockefeller, and shrimp cocktail will be provided by Dupree Catering & Events.

Space & Décor

The Music Room located in the Rosemont Farms Lodge will be an intimate space with large sofas and oversized seating for socialization and a high top bar with seating. The lighting will be dimmed and up lighting will help set the tone for an unforgettable evening while soft jazz music playing in the background. The bar and food will be set up on the East side of the room by the window and gambling tables will be set up on the North side of the room out of the way of the food and bar. There will be a live jazz band requiring speakers to be set up throughout the room providing an ambience sure to take guests back in time.

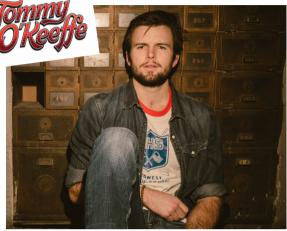
Speakeasy Lounge		
When	Dates:	Tuesday, September 28, 2021 Saturday, October 2, 2021 Wednesday, October 6, 2021 Saturday, October 9, 2021
	Time:	9:00pm-12:00am
Purpose	Goals:	Provide an exclusive evening for Premium guests and have an intimate place to get away from the chaos of the Equestrian Events.
	Objectives:	We invite Premium guests back in time to spend and exciting glamourous evening in an intimate environment at Rosemont Farms own speakeasy.
Site Requirements	Place:	Music Room
Site requirements	Occupancy:	Maximum: 35
	Entertainment:	Live Jazz Band; We ask attendees to dress in theme of 1920s; To set this event apart from the Cigar Lounge we will have gambling tables including Blackjack, Craps and Roulette. There will not be gambling for money but for prizes that the winner may keep or donate towards the auction.
Event Elements	Food & Drink:	Light Snacks included cheese platters, assorted nuts, oysters Rockefeller, and shrimp cocktail provided by Dupree Catering & Events. Amendment 21 will have a cash bar set providing cocktails and mock tails.
	Risk Management:	IDs must be checked by Bartender and Fusion 57 staff to enter the room
	Décor:	Large sofas and oversized seating for socialization and a bar high top with seating. Dimmed lighting and up lighting in a blue color.

	Parking:	VIP Parking for Premium Package attendees. Other attendees may park in General Parking.
	Waste Management:	Rosemont Farms will be providing the waste management receptacles & disposal.
	Floor Plan:	Seating will be arranged so that socialization is easy to take place and the Bar & food will be set up on the East side of the room by the window. Gambling Tables will be set up on the North side of the room out of the way of the food and bar.
	Transportation:	n/a
Event Elements	Tech production:	Speakers will be set up for surround sound and remain here for all three weeks. The room already has adjustable lighting making it easy to dim the lights setting the tone for the atmosphere. Up lights will be placed throughout the room for more mood lighting.
	Rentals:	Cambling tables from Casino Party Experts
	Guest Services:	Lost & Found, Medical Services, Entrance Staffing, Medical Services, Information Booth, Restroom Facilities. Casino Party Experts Dealers, Amendment 21 Event Bartender, Fusion 57 staff.
	Media Production:	Fusion 57 staff taking pictures and video
	Collateral Material:	Fusion 57 staff will be checking the guest list at the door because this is an invite only event for Premium guests
	Off-Site programs:	n/a
	Staffing:	Dealers, Amendment 21 Event Bartender, Fusion 57 staff.

Promotional Strategy	Marketing:	This is an invite only event that will be exclusive for Premium guests.
Risk Analysis	Risk Assessment:	Guests MUST be 21 to enter the Speakeasy.
	Threats:	Over-consumption of alcohol.
Public Relations Strategy	Media:	n/a
	Sponsorships	Josie's Restaurant, The Woodford Reserve & Distillery, The Woodhouse Day Spa, Malone's Restaurant, KBC Horse House, etc.
Sponsorship Program	Donors	Various prizes will be donated from Sponsored Lexington Establishments.
	Grants	n/a
	Gifts	Various prizes will be donated from Sponsored Lexington Establishments.
	Dignitaries	n/a
	Government	n/a
	Officials	n/a
Protocol	Special Equipment	n/a
	Vendors	Casino Party Experts;
Availability Resources	People	Full-time staff of Rosemont Farms, Fusion 57 Staff, Security, Food Servers & Bartenders, Dealers

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Closing Ceremony

To conclude the ending of the 2021 International Equestrian Show & Auction the closing ceremony will take place at 6:00pm on Sunday, October 10, 2021. To kick off the ceremony will begin in the indoor arena will a parade of champions. The President of the International Equestrian Association will introduce our competitors and present the champion with the Rosemont Farms Ring of Roses. Mr. Roobypants of Rosemont Farm will conclude this ceremony in the Indoor Arena by thanking everyone and inviting them to the back deck and lawn for a buffet dinner and a concert.

On the back lawn there will be table seating set up for all guests to enjoy their buffet meal and watch the up and coming country Artist, Tommy O'Keeffe, perform his latest hits on the back deck. Following the concert, guests and participants will be surprised with a twenty minute firework show from world renown pyrotechnics.

Parking & Transportation

Attendees will provide their own transportation to Rosemont Farms via personal cars or hotel shuttles. There will be VIP Parking for the Mayor and Premium Package attendees. General parking will be for use of all other attendees. Cart shuttles will be available from parking lot to arena.

Risk Management

On-site security will be doing perimeter checks during the duration of the event and checking bags upon guests arrivals. All IDs must be checked for those purchasing alcoholic beverages for consumption. No persons under the legal drinking age of 21 years old will be served. For medical emergencies Rosemont Farms will have a Medical Tent set up. Animal "Handlers" will also be present to manage and control the horses. These will both ensure the safety of the guests.

Décor

The event color scheme is Red & White for this event. We are using gingham as our main decor on the tables. There will be floral centerpieces of white daisies and red carnations in mason jars on each table. All floral arrangements will be provided by Oram's Florist of Lexington, Kentucky.







Site Requirements

All guests, competitors and attendees are invited to the Closing Ceremony meaning the space must be large enough to hold a sizable amount of patrons. We have planned to hold the kickoff in the Indoor Formal Arena, and move to the back lawn therefore there will be enough space for all attendees and animals.

Food & Drink

Dupree Catering & Events will provide the food to be enjoyed following the Closing Ceremony Parade. The high-end BBQ buffet will include a Caesar and a garden salad, honey lemon BBQ chicken, smoked eggplant with herb rice pilaf, corn cakes, garlic thyme smashed potatoes, smoked brisket, grilled zucchini & carrots, artisan breads with a variety of spreads, peach and bourbon fried mini pies, and a butterscotch tartlet with blackberry compote. Beverages will be provided by Amendment 21 including coffee, tea, water, lemonade, signature drinks including mint julep, blood orange bourbon sour, chambord spritz, popsicle sangria, and local craft beers.













Closing Ceremony		
When	Dates:	Sunday, October 10, 2021
	Time:	6:00pm-10:00pm
Purpose	Goals:	To conclude the event with a celebration of accomplishments.
	Objectives:	Provide a final farewell to participants & guests.
Site Peguirements	Place:	Indoor Arena & Back Deck & Lawn
Site Requirements	Occupancy:	no limit
Event Elements	Entertainment:	Begin with a parade of champions in the Indoor Arena. The President of the International Equestrian Association & Mr. Roobypants will thank everyone. Lawn Games & Food on the back lawn. Up and coming country artist Tommy O'Keeffe will perform a concert. Concert set up on the back deck for guests to enjoy starting at 8pm. Conclude with fireworks.
	Food & Drink:	Catered by Dupree Catering food will be a high-end barbeque. The buffet menu will include a Caesar and a garden salad, honey lemon BBQ chicken, smoked eggplant with herb rice pilaf, corn cakes, garlic thyme smashed potatoes, smoked brisket, grilled zucchini & carrots, artisan breads with a variety of spreads, peach and bourbon fried mini pies, and a butterscotch tartlet with blackberry compote. Beverages will be provided by Amendment 21 including coffee, tea, water, lemonade, signature drinks including mint julep, bourbon sour, Chambord spritz, popsicle sangria, and local craft beers.
	Risk Management:	ID Check for Alcoholic Beverages, Adequate number of "Handlers" on site to manage and control the horses, Medical Tent in case of any medical emergencies. Security doing perimeter checks & checking bags. Pyrotechs managing fireworks. Firetruck on site.
	Décor:	Color Scheme: Red, & White, Stage & Podium, High-top and low top tables, gingham checked tablecloths, White daisy and red carnation mason jar centerpieces

	Parking:	VIP Parking for Premium Package attendees. Other attendees may park in General Parking.
	Waste Management:	Rosemont Farms will be providing the waste management receptacles & disposal.
	Floor Plan:	dance floor, Stage & Podium, High-top and low top tables,
	Transportation:	Attendees will provide their own transportation to Rosemont Farms via personal cars or hotel shuttles. Cart shuttles will be available from parking lot to arena.
D El	Tech production:	Band will provide their own sound and lighting
Event Elements	Rentals:	Tables, table linens, Stage & Podium, Microphones & Speakers
	Guest Services:	Lost & Found, Medical Services, Entrance Staffing, Medical Services, Information Booth, Restroom Facilities
	Media Production:	Fusion 57 staff taking pictures and video
	Collateral Material:	Ceremony Programs, Facility Map, Event Booklet with full schedule, Welcome Banner, Photo Backdrop. Food Labels.
	Off-Site programs:	n/a
	Staffing:	Vendor staffing, Fusion 57 production staff for ceremony, Entrance Staffing, pyrcotechs
Promotional Strategy	Marketing:	Opening Ceremony will be advertised & marketed on the event website, and in the event brochure.
Risk Analysis	Risk Assessment:	Speaker cancellations, vendor not showing up. Food allergies.
	Threats:	fireworks malfunctioning, weather
Public Relations Strategy	Media:	Invite Local News Stations & Newspapers to cover, there will be photo opportunities throughout the event and using our Photo Backdrop, Lexington Mayor
	Sponsorships	Rosemont Farms, Jim Beam Bourbon Company
Sponsorship Program	Donors	n/a
	Grants	n/a
	Gifts	Rosemont Farms Ring of Roses from Oram's Florist in Lexington, KY
	Dignitaries	Mr. & Mrs. Roobypants, President of the International Equestrian Association will be in attendance
	Government	Lexington Mayor will be in attendance
Protocol	Special Equipment	Rosemont Farm, Kentucky State Flag, United States Flag
Availability Resources	Vendors	Food & Drink Catering: Dupree Catering & Events, amendment 21, Floral Arrangements: Oram's Florist, Pyrotechnics Inc.