



Member Guide to Planning DAC Events

This guide has been developed to clarify roles and responsibilities, clubhouse rules, and other details that will help you plan and execute successful Club events.

Please note, a “Club Event” is defined as any event put on by the Members or department staff in which the DAC promotes/invites the club Members and directly collects rsvp’s and event fees from the club Members that will attend. All policies and procedures outlined below are required to set up a club event.

If a Member would like to host a private event for his or her organization, company, family or friends, please contact the catering sales department at (720) 931-6751. Members are welcome to reach out to fellow Members directly with an invitation to their private event, however, the club cannot promote a Member’s private event or collect rsvp’s/event fees for a Member’s private event.

Getting Started

Answering the following questions will help you define the purpose and vision for your Event and get your arms around important logistics that are critical to your success.

1. Do you have a mission statement with goals for your event? Examples of DAC events include:

- A one-time event planned to celebrate an achievement or special occasion. (Ex- Athlete of the Year)
- An event to introduce prospective Members to The DAC.
- An on-going series of events for Members to connect with other Members such as: book clubs; networking lunches; athletic tournaments; cycling and running clubs; golf leagues.
- A DAC annual signature event to showcase the rich history and traditions of our Club.

2. What is the event budget?

Remember that all DAC events must pay for themselves. The club committee or interest group must determine an approved ticket price and number of attendees needed to cover all expenses.

On occasion, a DAC department may subsidize the cost of events. If the event is a variance from the board-approved annual budget, it will require approval from the department head, the general manager, and in some cases, the president of the board.

Important: *To ensure safe food preparation and handling standards, and to be in*

compliance with liquor and restaurant licenses, all food and beverage must be provided by The DAC.

3. Does the committee have enough lead-time to plan, execute and market the event? Most events require three months of lead-time. Invitations should go out at least six weeks prior to an event, but first you need the details confirmed: Who, What, When, Where, Why and How?

4. Who will be the point person from your committee?

Name a *Designated Event Organizer* (DEO) to be the point person and liaison between DAC staff and the committee. Having one person serve as DEO results in better communication, and success for your event.

5. How much staff support is needed?

The F&B staff is here to support you. However, some support staff, such as the events manager, already have a work plan for the year, and may need permission before lending their resources to your event. Please work with the department directors to understand the capacity of DAC staff to help.

General Planning Guide for Event Committee

- Define the purpose and vision for your event.
- Choose one person from your committee to be the Designated Event Organizer (DEO).
- Review the Checklist below to help you think through details, build a timeline, budget and promotions plan.
- Have the DEO make an appointment with the Events & Marketing Manager and Director of Catering to determine the date of the event, food pricing, reasonable timelines and the budget for your event.
- Have DEO communicate with Marketing Department to plan communications of your event. All club events must be put on the DAC web site, and all rsvp's must be submitted online.
- Plan the event! Create an agenda for your event from arrival, to program, to conclusion.
- Recruit volunteers to be responsible for event-specific tasks.
- Plan to attend and promote the event by word of mouth, social media and your enthusiasm.
- Develop a post-event plan.

Detailed Checklist for Designated Event Organizer (DEO)

The Designated Event Organizer (DEO) is the Member responsible for being the event point-person, and a liaison between the committee and staff. The DEO might not be an event planner, so the following checklist is intended as a starting point for the DEO and staff to create timelines and budgets. Depending on the complexity of your event not all items will apply, and others might not be covered.

Three (+) Months Out

- ✓ Define purpose & develop vision

- ✓ Select Menus and get a full quote from Director of Catering to ensure all food and beverage needs are covered within the event budget.
- ✓ Develop the event budget and ticket price.
- ✓ Secure date and reserve room. Ensure date does not conflict with other Club events, major religious/civic holidays, etc.
- ✓ Develop overall timeline, and agenda or “show flow”
- ✓ Determine event collateral needs: programs, nametags, place settings, table numbers, event packets, multimedia presentations, etc.
- ✓ Secure permits and certifications for sporting events. For nonprofit fundraisers, work with F&B on alcohol donations
- ✓ Create a communications and marketing plan, including the weekly DAC email, posters, fliers, talking points, social media, website, newsletters and word-of-mouth.
- ✓ Note: The scale of your event will determine the number of resources dedicated promoting it
- ✓ Ensure event is online and rsvp system is active.

Six (+) Weeks Out

- ✓ Get bids for rentals, equipment, supplies, entertainment and support services
- ✓ Reserve photographer &/or videographer
- ✓ Secure speakers/entertainers
- ✓ Obtain rider from speakers and entertainers
- ✓ Reserve audio-visual equipment
- ✓ Design stage, dance floor, rigging, etc.
- ✓ Determine room set-up
- ✓ Furniture Rentals
- ✓ ADA accessibility plan
- ✓ Order event collateral (programs, tickets, multimedia presentations, signage, etc.)
- ✓ Issue call for volunteers
- ✓ Security
- ✓ Childcare arrangements, including meals
- ✓ Work with Event Director to secure contracts and deposits
- ✓ Provide a current estimate on number of attendees to Food & Beverage
- ✓ Check-in stations
- ✓ Coat Racks/Shade/Climate control
- ✓ Weather emergency plan for outdoor events

Three Weeks Out

- ✓ Talking points for speakers and emcees
- ✓ Order décor items
- ✓ Produce additional event collateral
- ✓ Finalize plan for deliveries, storage and staging with vendors and the DAC
- ✓ Consider a site inspection with vendors.
- ✓ Order décor items, giveaways
- ✓ Provide room set-up needs and details to Events & Marketing Manager
- ✓ Make parking arrangements
- ✓ Marketing: Begin event promotions
- ✓ Determine signage needs for day of event
- ✓ Communicate roles and responsibilities with volunteers.

One Week Out

- ✓ Confirm all contracted vendors

- ✓ Review roles and responsibilities with services
- ✓ Finalize number of attendees- Don't forget childcare, committee, volunteer and staff meals!
- ✓ Schedule a pre-event meeting with key staff, vendors, committee and volunteers (Schedule through Events & Marketing Manager)

Week Of Event

- ✓ Submit final guest count to Events & Marketing Manager at least 3 business days prior to the event date. All rsvp's must be online. **After this time, the guest count may increase by less than 5%, but cannot decrease. Cancellations made within this 3 day period must be charged the full event price. Any guest count increase over 5% within the 3 day period are subject to a \$5 per guest surcharge.**
- ✓ Print final collateral (nametags, programs, etc.)
- ✓ Organize event supplies needed
- ✓ Create list of emergency and key contacts.
- ✓ Obtain checks for entertainers or deliveries.

Showtime! Execute and Have Fun!

One Week After Event

- ✓ Reconcile expenses and revenues.
- ✓ Make final payments to vendors.
- ✓ Hold a debrief meeting with event committee, volunteers and staff
- ✓ Post event photos and reviews on social media, website and newsletter
- ✓ Extend thanks to committee members, volunteers and staff
- ✓ Celebrate your success!

Contact Information for DAC Staff

General Manager: Mike Hestera

Executive Assistant to GM: Linda Frogge, lfrogge@denverathleticclub.org 720.931.6793

Food & Beverage Department

F&B Director & Executive Chef: Chef Dominic Menna, dmenna@denverathleticclub.org
720-931-6704

Director of Catering Sales & Events: Stephanie Carlson, scarlson@denverathleticclub.org
720.931.9810

Event Director: Katie Walters, kwalters@denverathleticclub.org (720) 931-6785

Restaurant & Banquets Manager: Josh Ventry, jventry@denverathleticclub.org

Senior Catering Sales Manager: Beth Lobeda, blobeda@denverathleticclub.org 720-931-6813

Catering Sales Manager: Natalie Cutter, ncutter@denverathleticclub.org 720-931-6809

Catering Sales Coordinator: Chelsea Toutant, ctoutant@denverathleticclub.org 720-931-6751

Membership Department

Chief Membership Officer: Jason McKendrick, jmckendrick@denverathleticclub.org
720.931.6748

Director of Membership Development: Alyssa Jardine, ajardine@denverathleticclub.org
720- 209-9394

Membership Services: Kathy DeOlivera, kdeolivera@denverathleticclub.org 303-520-8064

Clubhouse (Security, Housekeeping, Parking)

Clubhouse Manager: Chris Elliott celliot@denverathleticclub.org 720.931.6800