

MARDI GRAS MURDER MYSTERY

EVENT DESCRIPTION

- A. **Title:** “Bumped Off on Bourbon St.” a Mardi Gras murder mystery party hosted by Her Campus at Point Park and Campus Activities Board (CAB)
- B. **Event Type:** Murder Mystery Party – a theatrical event
- C. **Location:** Lawrence Hall Ballroom
- D. **Date:** Thursday, February 23rd, 2017
- E. **Duration:** Two hours, from 8:00 PM to 10:00 PM
- F. **Description:**

“Bumped Off on Bourbon St.” is a Mardi Gras themed murder mystery party.

“Every New Orleans native knows that Fat Tuesday’s Pub on Bourbon Street holds the premiere Mardi Gras celebration during Carnival Season. Fat Tuesday’s Pub is always the place to be - where the city’s finest flock to be part of their electrifying bashes! This year is no different, as you, among hundreds of other excited guests, have purchased your VIP tickets at least 6 months ago! You’re ready for the party! This is where your story begins....”

Good for over 50 people, this event will feature authentic New Orleans food, Mardi Gras music, games, and the chance to be involved in an exciting and interactive murder mystery party.

Event attendees that wish to play a main character in this event (these are characters that have lines and are essential to the story line) will purchase a \$5 ticket. There will be a limited number of these tickets available (14). Everyone else wishing to attend as just a contributing character will purchase a \$3 ticket. There will be an unlimited amount of contributing character tickets. Main character tickets must be purchased in advanced, but contributing character tickets can be bought in advance and at the door.

Before the party begins in a separate room, guests can create a Mardi Gras mask if they wish. During the actual event attendees will get to immerse themselves in the culture of New Orleans and Mardi Gras, all while trying to solve a murder. There will be mini games throughout the party. There will be prizes for whichever people can correctly identify the murderer before other party guests.

The goal of this event is to provide a fun and different sort of event for the students of Point Park. Mardi Gras isn't a holiday often popularly celebrated in this part of the country, so I believe it will be a fun way to engage people in an interesting holiday. I also want to host an event that hosts to the COPA crowd at Point Park, and I believe this is exactly the kind of event COPA students would be interested in, given its theatrical nature.

Her Campus Point Park will be the main host of this event, but CAB will be a co-sponsor. We are not seeking to earn a profit on this event. Admissions prices are to help reimburse some of the event's costs.

MARDI GRAS MURDER MYSTERY

MARKETING PLAN

A. Competitive Analysis

Mardi Gras (meaning “Fat Tuesday” in French) is the Tuesday before Ash Wednesday, which is the beginning of Lent. Very popular in New Orleans, Mardi Gras is considered by most to be the “biggest party of the year”. In an attempt to bring that party up North, Her Campus Point Park, with the help of CAB, will be hosting our very own Mardi Gras Murder Mystery Party.

- The date for this event will be Thursday, February 23rd, 2017. I chose to hold the event this day for a few different reasons. This is the Thursday before Mardi Gras. Since it’s a Point Park-specific event, I believe a lot more students will be able to attend since Thursday is the start of the weekend for most students. Secondly, there aren’t usually many competing events held on Thursdays. Lastly, I felt it was smarter to hold it on a Thursday and not the actual Mardi Gras because people may be going elsewhere to celebrate.
- With well placed, and well planned out marketing, put out way in advance of the event, that will help the event compete with any other events that may be happening on campus on or around that date.

B. Target Market/Audience

This will be a Point Park University-specific event. That means all students, faculty, and anyone else associated with the university is more than welcome to attend. The more the merrier! The goal of this event is to provide a fun

experience for the students. This is a murder mystery party, so we're very much trying to target the Conservatory crowd. Advertising will be heavily placed with them, as they make up a good majority of our target market.

C. Pricing/Ticketing

The funding for this event will come from United Student Government (USG) funding from Her Campus's side, and through CAB's budget (what it will be allocated to will depend on how the two organizations split duties).

- Tickets will cost anywhere from \$3 - \$5 per person depending on if they purchase a main character ticket, or a contributing character ticket. With each ticket (which can be purchased up until the start of the event), students gain access to the event, a mask to decorate, and unlimited food and beverages (while supplies last).

D. Advertising/Promotion

The strategy for this event is to create a good awareness and buzz well in advance of the event itself. Since this is a ticketed event, marketing will begin no later than two months in advance. The first social media postings and ways to purchase tickets will be posted no later than two months in advance, with print advertisements following shortly thereafter.

- Print: Flyers, will be posted around campus beginning 1-2 months in advance of the event. Push cards will be used in a dorm storm a few days before the event. The design used for the flyer will also be used as the digital signage poster (located in the lobby of every Point Park building). An advertisement will also be placed weekly in The Globe starting a month before the event.

- Online: Facebook page (designed specifically as an RSVP method for the event), Her Campus social media (Facebook, Twitter, and Instagram), CAB social media, posts to the “Class of 20XX” Facebook pages, email blasts to Point Park students and Faculty, and features on the “Social Scoop” emails sent out by Student Life. A YouTube video featuring Mardi Gras music and colors advertising the event will also be created and released, to hopefully give our audience “a feel” for how the event might go, through visuals and music.
- Radio: Advertisement spots for the event (essentially an audio only version of the YouTube commercial) will be purchased and played during WPPJ (Point Park’s radio station) shows.
- Promotion: This event is all about having a party, so we want to have fun advertisements and promotions to go along with it.
 - The biggest one we will have is about two weeks before the event, we want to rent the Bison Mascot to walk around passing out Mardi Gras beads and push cards (advertising the event) to people as they walk to classes.
 - We will hold social media contests (involving Mardi Gras day trivia) to give away a pair of contributing character tickets to the event each week beginning a month before the event.
 - Flyers will be hung up all around campus. 5x7 hot cards will be put underneath every resident’s door in every single residence hall about a week before the event.

MARDI GRAS MURDER MYSTERY

BUDGET

Her Campus and CAB will be co-sponsoring the event, so certain costs will be allocated to each respective organization.

EXPENDITURES	
Venue	\$0.00
Entertainment	\$0.00
<i>Her Campus Expenditures</i>	
Print Marketing-	
500 hot cards, 250 flyers	\$52.50
Media Marketing	
WPPJ and Globe Advertisements	\$25.00
Mardi Gras Beads	
240 Beads (120 per unit, 2 units)	\$40.00
Catering	
Kelly's Cajun Grill (feeds up to 100 people)	\$200.00
Murder Mystery Game	\$40.00
Subtotal:	\$357.50
Contingencies (10%)	\$35.75
Her Campus Total:	\$393.25
<i>CAB Expenditures</i>	
Special event lighting	\$100
Decorations	
Mardi Gras Lights (30 ft)	\$24
Table centerpieces (11 @ \$3 each)	\$33
Fleur de lis (20 at \$2 each)	\$40
Mardi Gras Masks	
90 at \$.50 per mask	\$45
Refreshments	\$50
Table Utensils	
Plates (\$7 per unit, 50 per unit, 2 units)	\$14
Napkins (\$4 per unit, 50 per unit, 3 units)	\$12
Cups (\$4 per unit, 25 per unit, 4 units)	\$16
Subtotal:	\$334
Contingencies (10%)	\$33.40
CAB Total:	\$367.40

Total Expenditures:	\$760.65

Income

Giftcard donation from Kelly's Cajun Grill:	\$25
Fundraiser (Bake Sale- held 3 times)	\$50
Ticket Sales	
14 Main Character Tickets at \$5 each	\$70
66 Contributing Character Tickets at \$3 each	\$198
Her Campus Funding (from USG)	\$393.25
CAB Funding	\$367.40
Total:	\$1,103.65
Total Net Income:	\$343.00

Since there is a positive net profit of \$343.00, that money will be split between Her Campus and CAB to reimburse expenses and go into club accounts.

MARDI GRAS MURDER MYSTERY

SERVICES, UTILITIES, STAFFING

A. ELECTRICITY

- Event is to be held in the Lawrence Hall Ballroom, so Point Park University will take care of the electricity. There will be special “Mardi Gras” Lighting provided by the company Pittsburgh Event Lighting.

B. WATER

- There are water fountains located on the fourth floor, the floor right above the Lawrence Hall Ballroom. Pitchers of cold, filtered water will be provided at the event.

C. TRAFFIC/STREET CLOSURE

- This event requires no traffic/street closure.

D. TOILETS

- There are bathrooms within close proximity of this event. There are bathrooms located on the first, second, and fourth floor of Lawrence Hall, all of which are easily accessed by stairs or the elevator.

E. WASTE MANAGEMENT

- Waste will be taken care of by the Point Park University custodial staff. When working with event services to set up the event, I will work with

them to make sure there are an adequate amount of garbage cans at the event. During the event, should anything start to get really full, I will have extra garbage bags.

F. SECURITY

- Because this event is only for Point Park students and staff, the security will be the guard located in the lobby of Lawrence Hall.

G. PARKING

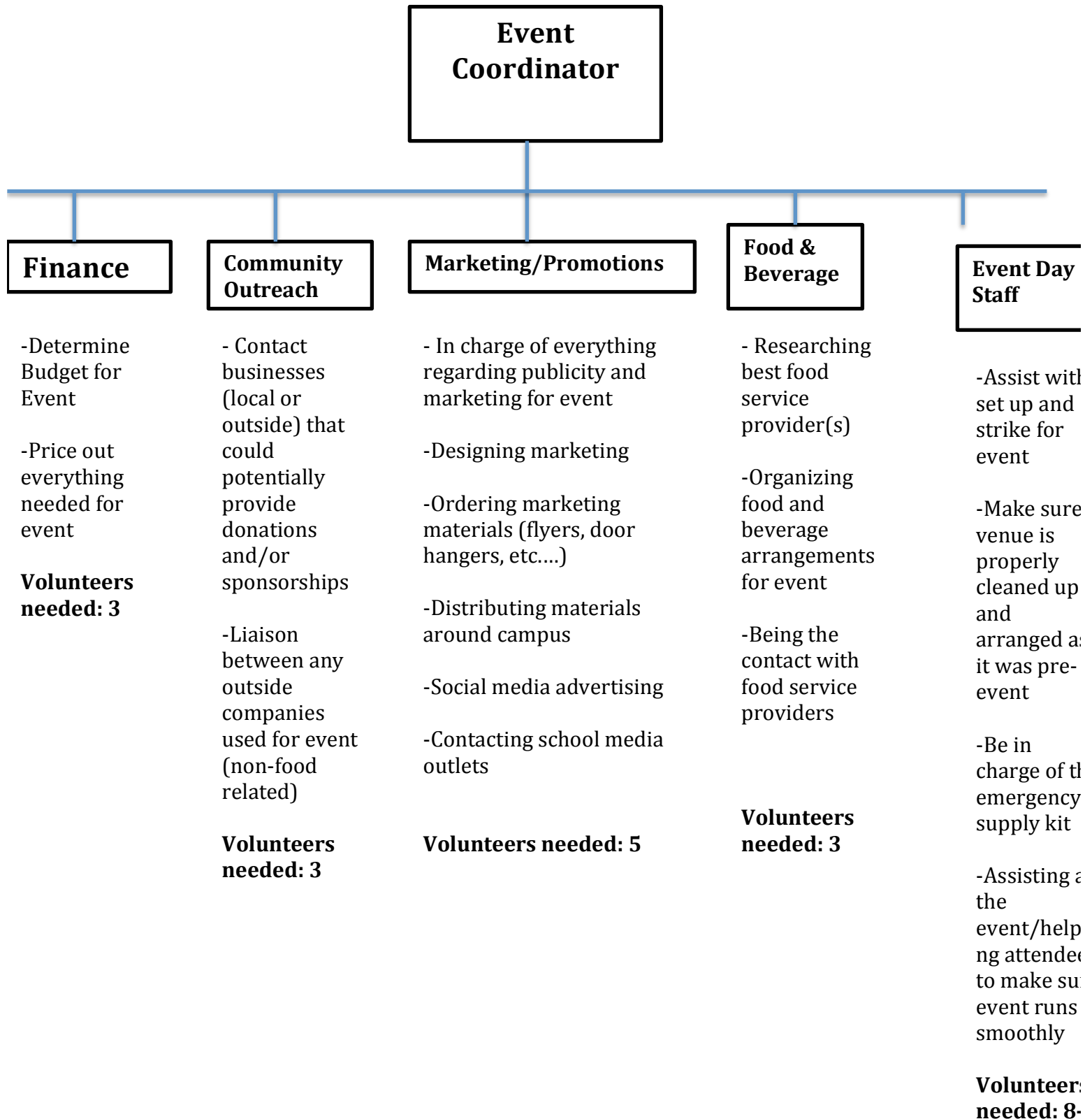
- Again, this event is mainly targeting on-campus students, but for commuters or staff that do not live downtown, there is a parking lot located right beside Conestoga Hall (right down the street from Lawrence), as well as on-street parking which is free after 6 p.m.

H. CLEANING

- My event staff and I will clean up after the event. We will make sure decorations are taken down, food is all thrown away, etc....the ballroom will be looking brand new afterwards. The actual disposing of garbage will be taken care of by Point Park University custodial staff.

MARDI GRAS MURDER MYSTERY

ORGANIZATIONAL CHART



MARDI GRAS MURDER MYSTERY

EVENT STAGING

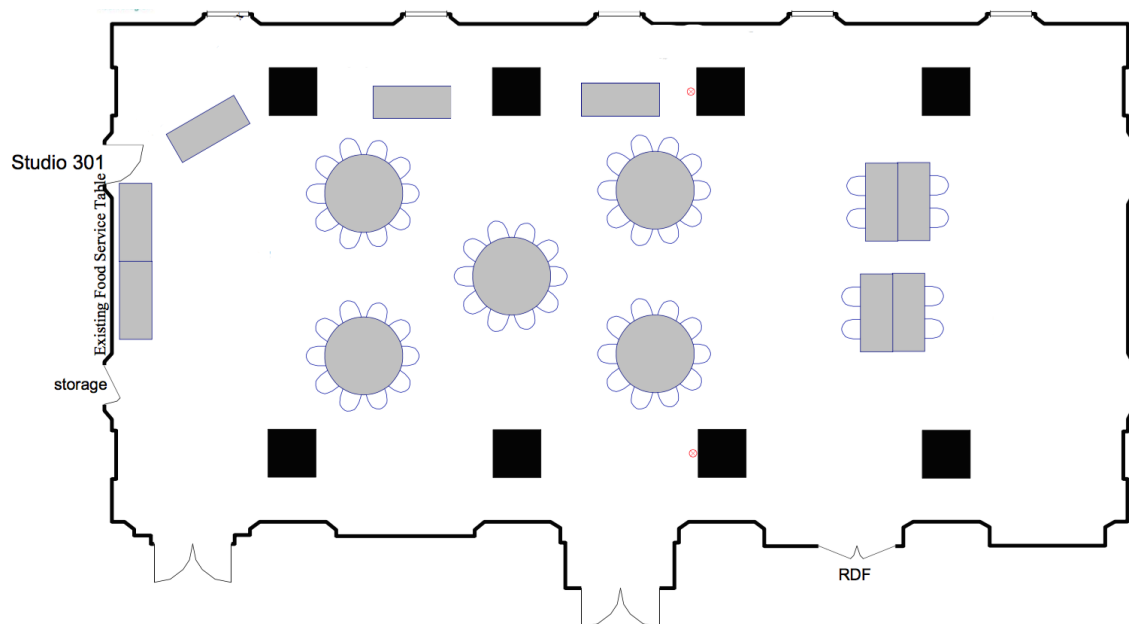
A) THEME

- Mardi Gras themed. So, the color scheme will be Green, purple, and gold. The lights will be slightly dimmed, not too dark, but the kind of dimmed you'd see in a fancy restaurant.

B) DÉCOR

- Foil curtains will hang from the solid posts in between the tables in the ballroom (green, gold, purple). Mardi Gras colored Fleur de lis will be hung around the ballroom as well. Each table will have a black tablecloth. On each table there will be a Mardi Gras themed centerpiece. Perhaps strings of lights strung tastefully up around some places.

C) LAYOUT/EVENT MAP



D) ENTERTAINMENT

- The music will be played through the Ballroom's built in sound system. It will be a Mardi Gras playlist. The "entertainment" will be the games built into the murder mystery party package.

E) SPECIAL EFFECTS/LIGHTING

- As I said before, the lighting is just going to be dimmed, with maybe a few strings of lights. When the murder happens, I want there to be a flash of light.

F) SOUND

- The Lawrence Hall Ballroom has a built in sound system. When planning the event with event services, you can request a laptop that hooks up to the sound system to play music from, which is what I intend to do. I will have a wireless microphone to use when dictating certain portions of the murder mystery.

MARDI GRAS MURDER MYSTERY

CATERING

A) Catering

- The food will feature three of New Orleans' finest appetizer staples. These foods are all yummy, but very easy to eat with hands. Served there will be New Orleans beignets (like a donut), warm gumbo dip and chips, and traditional king cake.
- These items will be purchased from Kelly's Cajun Grill.

B) Beverages

- There will be water of course, and two Mardi Gras "mocktails" as it is a school event and we are not allowed to serve alcohol on campus.
- The mocktails will be...
 - 1) Green Gator's Blood (1/2 cup natural pear nectar, 1-1/2 ounces of simple syrup, a few drops of green food coloring),
 - 2) Pomegranate Hurricane (pineapple juice, orange juice, pomegranate juice, 1/4 cup grenadine, simple syrup, and lime juice).

MARDI GRAS MURDER MYSTERY

RISK MANAGEMENT

I like to think this is a fairly low risk event. The event is being held at school so there will be good security. It's not an auction, so the only things people really have to steal are food (which they pay for as part of their ticket) and throw beads (which they're supposed to take anyways). The candles on the table aren't real candles so that's not a concern.

I'd say the biggest risk of this event is the fact that seafood will be served (there is shrimp in the warm gumbo dip). That's a common food allergy many people have, so food with seafood will be clearly and distinctly marked so that there will be no incidents.

MARDI GRAS MURDER MYSTERY

RUN SHEET

12:00 PM	Go over run sheet Check permits and contracts Pack the emergency supply kit Touch base with Kelly's Cajun; make sure food order is set Go over any last minute details
1:00 PM	Meet with Event Services to set up LH Ballroom set up tables and chairs
2:00 PM	Volunteers arrive Hand out info sheets and assign volunteer tasks Decorate ballroom -Put on table cloths -Arrange centerpieces -Hang Fleur de lises and lights Set up sound system for music
3:00 PM	Pick up cash box
3:30 PM	Volunteer food and dinner break begins
4:00 PM	Set up food areas -Put out plates, cups, and napkins
4:30 PM	Volunteer food break ends Make Mocktails
5:30 PM	Kelly's Cajun arrives with food Make sure food is covered and that the gumbo dip stays warm Arrange food on tables

6:00 PM	Put out and arrange Mardi Gras beads Set up craft table where people can create masks Do last run through of venue and check for errors
6:30 PM	Start music Open doors
7:00 PM	Event officially begins!
7:30 PM	First mini-game
8:30 PM	Second mini-game
8:45 PM	Guests guess the murderer Winners are announced and prizes handed out
9:00 PM	Event Ends Begin strike
10:00 PM	Conclude event strike

MARDI GRAS MURDER MYSTERY

TIMELINE

TASK NAME	START DATE	DURATION	END DATE	DETAILS
Event Plan	November 9, 2016	5 days	November 14, 2016	- Pitch event to CAB - Plan general event details - Split duties between Her Campus and CAB - Submit event plan on OrgSync
Finalizing	December 11, 2016	1 day	December 11, 2016	- Purchase game - Work out fine details of plan - Dissect elements of game in order to plan event timeline - Contact committees and volunteers
Staffing	January 13, 2016	1 day	January 13, 2016	- Meet with event staff and assign roles - Finalize event flyer - Create YouTube commercial
Marketing and Promotion	January 13, 2017	5 Days	January 17, 2017	- Create all social media advertisements - Post flyers - Contact school media outlets - Request bison for marketing purposes
Food/Catering	February 9, 2017	1 Day	February 9, 2017	Call Kelly's Cajun about large food/catering order
Promotion	February 13, 2017	1 Day	February 13, 2017	Have Bison pass out flyers and beads

Marketing and Promotion	February 19, 2017	1 Day	February 19, 2017	• Dorm storm with hot cards
Ticket Selling	February 1, 2017	23 days	February 23 rd , 2017	• Begin selling tickets in Lawrence Hall lobby and online
Purchasing Supplies	January 13, 2016	1 day	January 13, 2016	• Purchase decorations and all other non-food party supplies
Set Up	February 23, 2017	1 day	February 23, 2017	• Check in with volunteers • Decorate • Set up food • Basically everything on run sheet
Day of Event		1 day	February 23, 2017	• HOST AWESOME EVENT