

SVR Dinner Event Procedures And Guidelines

Final

January 18, 2017

SVR Dinner Event Procedures GUIDELINES

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Dinner Chair Duties and Responsibilities

1. The dinner chair shall be responsible for coordinating the event date with the club's social director.
2. There are no specific guidelines on the type, location, or price point of your restaurant choice other than to adhere to the general guidelines developed in this document.
3. To ensure that there is adequate parking.
4. To work with the restaurant to select a menu and price point to include tax and gratuity and that work within the general guidelines of this document.
5. To market the event via advertisement in the Drifter, and SVR website as well as to schedule an effective email campaign in the club's monthly e-blast.
6. To submit a timely event budget to the Social Director at least **3 months** prior to the event. The social director will present the budget to the board of directors.
7. To be responsible for coordinating all event participant registration information.
8. To collect all funds related to the event.
9. To transfer all funds to the club's treasurer. No cash is to be mailed to the treasurer, checks only.
10. To encourage a post event article about the dinner to the Drifter editor that can include photographs.
11. To notify the club's Share the Wealth chairperson about your event.
12. To arrange payment for the dinner in advance or to submit a request for reimbursement if paid for with a personal check or credit card.

Deciding on Hosting and Event and Getting it on the SVR Calendar:

SVR encourages all of its members to get involved and to consider hosting an event such as a dinner, wine tasting, or tour to a place of personal interest which the members has a special interest in and would like to share the experience with other members. The best place to do this is at the club's annual planning meeting which is usually held in the month of January of each year. The planning meeting is organized by the club's vice president with assistance from the club's social director and customarily requires that you send them an rsvp letting them know you plan on attending.

Deciding on a Venue for a Dinner:

Prior to the planning meeting or trying to schedule an event on an open calendar, it is best to give some thought to a restaurant first. You should consider the following factors:

1. The maximum capacity of the venue to accommodate our group. For dinners we have average about 30 to 60 persons.

2. Consider the day of the week you would like to hold the event. Most dinner events have been traditionally held during the week versus the weekend when restaurants are usually at their busiest.
3. Consider the price point of the restaurant you are considering, plus tax and gratuity. SVR dinner events have typically ranged in price from \$25 per person to as much as \$75 per person for the club's annual Christmas party.
4. The menu selection offered by the restaurant, regardless of type of restaurant, should offer enough choices to please most members. The menu selection is generally limited by each restaurant to 3-5 menu items and should offer at least one vegetarian selection as well as other types of options.
5. The restaurant, ideally, should have a private or semi-private facility or banquet room to accommodate our group. This is especially important if you are going to have any announcements or speeches. A sound system should also be considered depending on the acoustics of the room and preference of the speakers.
6. Selecting a date and day of the week is very important. Most SVR dinners over the past several years have been scheduled on weekdays. Most restaurants have more options available on weekdays than on a busy weekend. If selecting the event time on a weekday, it is best to schedule the social hour from 6-7 pm with dinner starting at 7pm to allow those that work time to get home, change and make the event. On weekends, you are more flexible.

Collecting Reservations and Event Fees:

1. The club does not currently require dinner chairs to use a particular registration site and gives that decision to the chair. Sites such as Motorsportreg.com are used for event registration by a number of regions in Zone 7 as well as using Constant Contact.
2. All event fees will be collected by the event chair. The club currently accepts personal checks, or cash. However, the club discourages members sending cash via the mail and may or may not accept credit cards depending on if a registration system is used.
3. Event fees should take into account room rental, if any, cost of food and beverages including tax and gratuity. It is suggested that the event chair round off the fee to the nearest dollar.
4. Typical gratuities at the time of that this document was written range from 15% to 20%. Most restaurants include a mandatory gratuity be added.
5. Event fees should be mailed to the club treasurer no more than 2 weeks following an event. If more time is required this should be discussed with the club treasurer. Please use the club reimbursement form.
6. Your event flier or advertisement should include the 1) date and time of the event, 2) the restaurant's name, address and phone number, menu choices along with prices, where to send their RSVP and check, and who to contact for information or questions. This is usually the event chair's home address, email, and or phone number.
7. Most event participants in SVR are always last minute and seemingly require several notices of events prior to them making a commitment. This is common for most all SVR events. However, if you are aggressive marketing your event and provide enough lead time to promote your event it can and will be a success.
8. If you plan on accepting registration upon receipt of a check that works fine. Be sure to keep a detailed list that you can monitor in the weeks prior to your event. An excel spreadsheet works well. You should record the names of the persons submitting the check, the amount received and the date received. It should also include an email address so that you can send last minute updates
9. If you are only going to accept registration via mail, decide on a cutoff date to be included in the flier. However, accommodation should be given to late registrants if they have made the effort to contact you.

10. Refunds will not be given if made after the deadline imposed by the restaurant for a final guarantee. It is not fair to the club that it would have to cover this unexpected cost. However, if a cancellation is made before the final guarantee, every effort should be made to accommodate the member cancellation including a full refund. Keep in mind that it is easier to rip up a check that you are holding than to have the club treasurer have to issue a refund

Restaurant Contracts or Agreements;

1. The majority of local area restaurants will take group reservations without a formal contract or agreement having to be signed.
2. If a deposit is requested to secure the reservation, it must be approved by the board of directors. A typical deposit to secure the reservation is generally up to 10% of the anticipated final bill.
3. If a written contract is required by the restaurant or facility, you should have the contract reviewed by the social chair or have it presented to the board for approval.
4. Find out from the restaurant or facility what the cancellation policy is. For independent restaurants, deposits are not normally required and cancellation policies vary from one restaurant to the other. Generally speaking, you should be free to cancel a reservation up to 30 days in advance without penalty.
5. A minimum guarantee is usually required by the restaurant anywhere from 72 to 24 hours prior to your event and is usually considered the final count. For larger events at a hotel or large banquet facility, the minimum guarantee may be required up to 1 week in advance depending on the policies of the particular establishment.
6. You may have members who just show up for your event so it will be up to you as event chair to decide to accommodate them. It depends on the restaurant being able to handle a few more guests or if a special menu was arranged whether the restaurant has enough products to handle the additional guests. You are under no obligation to accommodate a member who has not registered for your event.
7. Your contract or agreement with the restaurant should identify the private room or area of the restaurant agreed upon.
8. Your contract or agreement with the restaurant may specify specific table arrangements, requests for audio visual equipment or a check-in table.
9. If there are additional charges for the above, it should be clearly specified in your agreement or contract.
10. If, for some reason, you fail to meet the minimum guarantee established in the contract or agreement, the club is obligated for the difference. However, it may be negotiable.
11. If you have made reservation months in advance of the dinner, it is highly recommended that you re-confirm the reservation at least 1 month prior to your event.

SUBMIT BUDGET TO THE SVR BOARD FOR APPROVAL:

1. At least 3 months prior to your event, finalize the venue and menu pricing and based on this information you will be ready to submit a budget and date to the board of directors for approval. Prior to this it is highly recommended that you check the date you have in mind with the club's social director to see if the date is free and does not conflict with other club activities.
2. Present a budget to the social director for input prior to presenting it to the club's board of directors. If you are unable to present your event budget to the board, you may ask the social director to present it on your

behalf. Make sure you have your facts and figures are correct. It is preferable that the event chair present the budget to the board in person but the social chair can also present it on your behalf if your schedule does not allow.

3. Submitting an event budget later than 3 months prior to the event will limit the attendance and success of the event. The more time to promote the event the more successful it will be.
4. Your budget should not only include the menu price plus tax and gratuity but also accommodation for table decorations or other items such as door prizes or goodie bags. The club prefers that each event at least break even in terms of costs and revenue.
5. Allow for the unexpected and add a contingency of no more than 5% to your event budget to take care of unanticipated costs.
6. If you are going to use a web based registration site such as Constant Contact or Motorsportreg.com please indicate so in your flier and include any registration or transaction fees in your budget.

Completing the Budget Form:

The following club event budget form should be completed by the event leader and presented to the board for approval. It is available for download on our website.

Under the Income section, you would put your estimated attendance as well as the price point determined for the event. If you have several menu options priced at different levels, you can estimate the expected number of items chosen for each item. If there is a one price fits all, then only the set price should be included. This could include tax and gratuity or you could list each separately. The income section should show total anticipated income from your event. Be sure to also include in your price the cost of table decorations, favors, and any audio visual rentals.

The expense section of the budget form will require you to list all of the expenses associated with your event including but not limited to the cost of the meals, beverages, room fees, taxes and gratuities. You should also include the cost of table decorations such as flower arrangements or table favors. The meal costs should be in agreement of your restaurant or facility agreement before presenting the budget to the board.

The Net Profit line on the budget form is the difference between estimated revenue and expenses. The club requires events to break-even or to make a small profit or loss.

Once the budget has been approved, you are cleared as the event chair to proceed with your event and start to market and take reservations.



SVR-PCA EVENT BUDGET FORM & GUIDELINES

All SVR events should be "self-supporting". The costs associated with the event should be carefully thought through prior to the event so that the proper "event fee" can be charged. Use the following guidelines to develop the budget for your event, then obtain the Social and/or Competition Director's approval(s).

1. Events with a budget/cash flow in excess of \$2,000 will need to be presented to the SVR Board for approval
2. Submit the budget through the Social and/or Competition Director(s) at least 3 months before the event.
3. Events should be planned for a 'surplus' of at least 10% of the total expenditures, with a minimum of \$1 to \$2 per person to cover SVR overhead expenses.

Description/Comments/Constraints/Timeline/Special Handling

For insurance purposes, please include the following counties: Sacramento, Yolo, Butte, Placer, Yuba, Sutter, Glenn, Napa, Colusa, Sonoma, Lake, Solano, Mendocino; all in the State of California.

Will require insurance rider identifying Niello Porsche, 4525 Granite Drive, Rocklin, CA

Name of Event Date of Event

Type of Event Dinner Tour Misc.
 Autox DE

INCOME	
Event Fee	<input type="text"/> per car Estimated No. <input type="text"/>
Sponsorship	NONE
From Attached Budget	<input type="text"/>
Total Income	<input type="text"/>

EXPENSES:	
From Attached Budget	<input type="text"/>
* Total Meal/Food Costs (including Tax, Tip,)	\$ -
* Room Site rental -	\$ -
Entertainment	<input type="text"/>
Decorations	<input type="text"/>
Flyers - Advertising	\$ -
Give Aways - Awards	<input type="text"/>
Speaker Fees - Expenses	<input type="text"/>
Printing	<input type="text"/>
Postage	\$ -
Mileage	<input type="text"/>
Tasting Fees	<input type="text"/>
Phone Calls	<input type="text"/>
Miscellaneous	<input type="text"/>
Miscellaneous	<input type="text"/>
Total Expenses	<input type="text"/>
Operating Increment	<input type="text"/>

Submitted by

August 10, 2016

Approved by

Last Print LINE is here as specified in print options grid

Marketing Your Event:

Once you have secured a date, finalized the menu pricing and have received board approval for your event budget you are now ready to market your event to the club's membership. This will take the form of a print ad in the Drifter, several e-blasts to members about your event and a posting on the club calendar. The marketing of your event should begin no later than 3 months prior to your dinner or tour. This does not include making the deadline for publication in the Drifter which is due the 15th of each month. If you want to start marketing your event 3 months out, the ad should be submitted 3.5 months ahead of your event.

A basic flier would address information about your event to include the following:

The basic information for designing an event flier for publication in the Drifter should include the following:

1. The name of the restaurant, restaurant logo or photo of the restaurant in your flier.
2. Make sure the restaurant's address and phone number is included.
3. The menu should be included in the flier with the appropriate pricing and a brief description of the entrée. The restaurant should be able to provide this for you.
4. Note any particular instructions with your flier
5. Indicate the address to send a check or registration form to the host.
6. If you are going to use a web based registration site such as Constant Contact or Motorsportreg.com please indicate so on your flier
7. If you don't have the skills to electronically design your own flier, the staff at the Drifter is always available to design one for you given adequate notice. However, you need to provide the Drifter teams with the basic information as described above.

Monthly E-blasts:

1. The club sends out several e-blasts per month notifying its members of upcoming events. It is the responsibility of the event chair to insure that their event is included. Failure to reach out in this manner usually results in a smaller turnout.
2. Check with the club's social chair on specifics on the e-blasts regarding content, deadlines and frequency.

NEWSLETTER

1. Advertising for the drifter should include the menu and details (restaurant, location, phone, deadline for reservations and who to call, prices, etc.). Ask the restaurant for a menu or logo to use in the ad. Deadline is the 15th of the month prior to the issue.. Try to advertise in at least two issues prior to your reservation deadline. The first ad can be a "teaser" type with date, place etc.
2. For a more successful SVR dinner, or one with a program, prepare a follow-up article for the drifter. You might want to critique the food or wine and presentations. It is also nice if you can take some photos at your event for publication as well.

The Day of the Event:

1. Always bring the confirmation letter or contract to the dinner meeting.
2. Plan to arrive at least 30 minutes prior to the advertised start time. This will allow you ample time to setup a registration table and confirm the seating arrangements with the establishment.
3. Arrange for a table by the door for the person who will be confirming reservations as people arrive.
Who will do this?
4. Prepare an alphabetical listing of people expected to show up with their dinner selection. As they arrive, check their names. This will help you, or someone, with the final count at evening's end. The restaurant's count is not always accurate, so if you think you're correct, don't cave!
5. Prepare and bring different colored tickets or paper slips for the members to place by their plate to denote dinner selection. Have members place the tickets at their seat at the top of the place setting.
6. The treasurer will not accept cash for payment of event fees, so if you take a cash payment for the event, you will need to write a check in its place prior to submittal.

Payment of Final Bill:

1. It is the responsibility of the event chair to arrange for the final payment of the event to the restaurant.
2. The event chair may choose to make the payment on the behalf of the club and submit the receipt for reimbursement.
3. The event chair may request that a check be made for the final balance owed to the restaurant. Please allow at least 5 days prior to your event.
4. The event chair may inquire if a board member, in possession of a club credit card, will be attendance to make the final payment.
5. It is the club's policy that all event payments be settled the day of the event unless otherwise agreed to.

Submission of Final Invoices and Receipts to Club Treasurer:

1. A final financial accounting should be mailed to the club treasurer no later than 14 days after the event and should be delivered no later than at the end of the month in which the event occurred. The club practices a cash accrual accounting process that records expenses and revenue in the month received. See event Budget & Reconciliation form.
2. You should use the club's budget reconciliation form for this purpose.
3. Prior to submitting the final financial report please insure that all bills and invoices have been received and include a final event report.
4. All checks should be sent to the club treasurer at the completion of each event. Please insure that you make copies of all the checks should your mail to the treasurer be lost in the mail. An Excel; spreadsheet summary list each check and grand total is appreciated.
5. Preferably at the end of the event, or no later than 7 days after the meeting, prepare the final income and expense budget form and submit with all proceeds to the Treasurer with a copy to the Social Director.

Follow Up Article Submission to the Drifter:

Our members are always interested in reading about an event they attended or had to miss. That being said, the event chair is encouraged to write a short story on their event. The article can range in size from 250 to 500 words as a general guideline. Shorter or longer articles would be reviewed by the Drifter editorial staff. If your event is early in the month and you have the time to write something up before the Drifter deadline on the 15th of each month that would be great. Otherwise, submittal after this date would mean an article would not appear until the next month.

FINAL THOUGHTS:

1. Thank you for stepping up to host an SVR dinner event. If not for members like you the club could not possibly maintain its active calendar of events each month.
2. The deadlines mentioned above may seem generous but when you are within **3** months of meeting deadlines it comes very fast. It's better to get all of the above done well before your deadlines
3. If you have question concerning your event in regards to planning or marketing your event do not hesitate to contact our social director for feedback. Don't; let your deadlines to promote your event slip by

Event Checklist & Drifter Deadlines:

The following checklist is provided as a sample to keep the dinner event chair on schedule to meet some of the deadlines associated with chairing a successful event.

Information for Event Budget Approval and the Drifter
 Ads are 8 x 5 inches (half page)

BUDGET

A budget must be presented to the SVR Board for approval prior to the Drifter advertising being placed in the issue. Much of the information learned for the Drifter ad will be needed to complete the Budget Form submitted for Board approval.

Deposit Required, no, if yes: amount and due date	
Date of the event and type of event lunch, dinner, facility tour...	
Time: Social	
Dinner	
Location: physical street address	
website (if one exists)	
phone number	
Price including tax and tip	
RSVP deadline	
What address to use for the check mailing	
Host contact information for questions email phone number	
Share the Wealth - yes or no	
Is there a limit?	
Corkage?	
Budget approved?	
Menu - what is included, do choices need to be made?	