



Boujee on a Budget: Event Design of the Future

Thursday, December 5 | 10:15 - 11:15 am

welcome



Kevin Tuuaga
Vice President of Education,
LeadingAge California



**Emilie Perkins CMP Fellow, CAE,
CMM, PMP, CED**
Vice President of Client & Conference Services,
Raybourn Group International, Inc.

Our Promise

- Uncover budget-friendly strategies to enhance meeting experiences.
- Explore inspiring case studies showcasing successful, low-cost meeting transformations.
- Learn to think creatively and implement innovative approaches for maximum impact on a shoestring budget.



Good *for*
YOU
NOT *for*
ME

Seriously, good for you, not for me...

5. Please use the space below to share any additional comments about this session and speaker(s).

12 Total Responses | [Hide Responses](#) ▼

Count	Response
1	Encouraging us to cannibalize exhibit halls for discarded flowers, center pieces, and decorations is not a creative solution to running a low budget meeting but an shows extreme lack of tact and class.
1	Great content. Thank you!
1	Great session!

Good for me... and the plant



Huntington Convention Center of Cleveland
2024 ASAE Annual Meeting



Purdue University, West Lafayette, IN
December 2024

Ground Rules

- Keep an open mind
- Stay present
- Participate
- But also, let everyone participate
- Be curious
- Table assignments





What *problem*
ARE YOU
TRYING to
SOLVE?



Sponsorship & Speakers

EngAge Lounge

LeadingAgeCA + Lifeloop

- Attendee lounge
- Exclusive space
- Extension of exhibit booth



General Sessions

LeadingAgeCA + Ziegler

- 1-2 minute video clip
- Introduction of speaker & session
- Recognition on signage



BOLD Bash

LeadingAgeCA + Hillcrest

- Pre & post Invite
- Remarks & band intro
- Recognition on signage & giveaways



LeadingAge CA

BOLD Bash

TUESDAY, MAY 17 | 7:00 PM - 9:30 PM
BALLROOMS G-H | PASADENA CONVENTION CENTER

ENTERTAINMENT | DRINKS | FOOD | NETWORKING
COME DRESSED IN YOUR FAVORITE GLOW GEAR FOR THE BLACKLIGHT DANCE FLOOR!

FEATURING
The **SPAZMATICS**

Hosted by | LEADINGAGE CALIFORNIA DEI
AND HILLCREST

ATTENDEE BADGES ARE REQUIRED TO ENTER THE BOLD BASH

The Great BOLD Bash

LeadingAgeCA + Clipboard Health

- Pre & post Invite
- Recognition on signage & giveaways
- Champagne Wall



BOLD Bash: Pardi Gras!

LeadingAgeCA + Value1st

- Pre & Post Invite
- Recognition on signage & giveaways
- Activation rooms (Casino, Karaoke, Dance)



Transportation

LeadingAgeCA + Value1st

- Recognition on signage posted on the window of the shuttle
- Advertisement/Commercial on a loop to play on screen/monitor
- Playlist option



Conference Swag

Annual Conference Tote Bag

- Additional exposure on items used throughout conference
- Provided to all attendees



Fundraisers

LEADINGAGE CALIFORNIA PAC PRESENTS

DUELING PIANOS *and Desserts*

SPONSORSHIP OPPORTUNITIES

GRAND PIANO (2 AVAILABLE) - \$3,000

- + Reserved VIP Table for Eight (8)
- + Eight (8) tickets to the event
- + Eight (8) drink tickets
- + Four (4) Song Request Credits
- + Company logo signage placed by one (1) piano
- + Emcee Shoutout
- + Conference Program Guide Recognition

MUSICIAN - \$1,500

- + Five (5) tickets to the event
- + Five (5) drink tickets
- + Two (2) Song Request Credits
- + Emcee Shoutout
- + Conference Program Guide Recognition

STAGE HAND - \$800

- + Three (3) tickets to the event
- + Three (3) drink tickets
- + Conference Program Guide Recognition

GROUPIE - \$500

- + Two (2) tickets to the event
- + Two (2) drink tickets

ADD-ON BENEFITS

These exclusive benefits are available to sponsors for an additional cost to your base sponsorship level.

Bar Sponsor [+-\$2,000]

Your company logo or name displayed on the bar and printed on the drink ticket and cocktail napkins.

Centerpiece Sponsor [+-\$1,500]

Your logo or name on each table centerpiece.

Champagne [+-\$1,500]

Donate a flute of champagne to each attendee to pair with their dessert. Your company logo or name will be displayed on the flute table.

Photo Booth [+-\$1,000]

Everyone loves a photo opp. Get your brand in front of our guests & help attendees remember the evening for years to come.

BECOME A SPONSOR

Contact Kevin Tuuaga at ktuuaga@leadingageca.org.



PAC CASINO NIGHT SPONSORSHIP OPPORTUNITIES

CASINO SPONSOR | \$5,000

1 AVAILABLE

This sponsorship includes:

- Five (5) PAC Casino Night entrance tickets
- Ten (10) drink tickets
- Company logo on ALL gaming tables
- Recognition on website and program book
- Recognition on PAC Casino Night signage onsite
- Recognition at bar
- Company logo on play money

TABLE SPONSOR | \$1,500

5 AVAILABLE

This sponsorship includes:

- Two (2) PAC Casino Night entrance tickets
- Four (4) drink tickets
- Company logo on ONE gaming table
- Recognition on website and program book
- Recognition on PAC Casino Night signage onsite

RAFFLE PRIZE DONATION | \$250+ VALUE

We are looking for items that have a sports, travel, entertainment, or collectible appeal, as well as jewelry, televisions and other popular items.

This sponsorship includes:

- One (1) PAC Casino Night entrance ticket
- One (1) drink ticket
- Recognition onsite

The PAC Casino Night fundraiser is held during the LeadingAge California Annual Conference & Expo on Monday, May 16, 2022 from 8:30-10:00 pm.

If you are interested in sponsoring this event or have questions, contact Kevin Tuuaga at ktuuaga@leadingageca.org.



LEADINGAGE CALIFORNIA PAC PRESENTS

KARAOKE *Night*

TUESDAY, MAY 2 | 8:30 - 10:30 PM

THE BRITANNIA ARMS & MONTEREY PUB

ROCKSTAR SPONSOR \$300

Only five sponsorships available!

This sponsorship includes:

- ★ Six (6) admission tickets
- ★ Three (3) song credits
- ★ Twelve (12) drink tickets
- ★ Website recognition
- ★ Recognition at event

**Deadline to reserve sponsorship:
April 24, 2023**

If you are interested in sponsoring this event, contact Kevin Tuuaga at ktuuaga@leadingageca.org.



Contributions to the LeadingAge California PAC (CA ID# 1371227) are not deductible as charitable contributions for federal income tax purposes. Contributions may not exceed \$9,100 per donor, per calendar year.

Paid for by LeadingAge California Political Action Committee ID #1371227

Speakers

- Use your member networks / partners / sponsors / volunteer leaders



Speakers

- Connect to a Charity to attract celebrity speakers

Jessica Alba Charity Work, Events and Causes



40 CHARITIES

88 ARTICLES

33 CAUSES

3 VIDEOS



CLIMATE PAC



Leeza's Care
Connection





**Engaging
Activities that
won't break
the bank!**



“I’ve learned that people will forget what you *said*, people will forget what you *did*, but people will never forget how you made them *feel*.”

Maya Angelou

First Things First

- Start with WHY.
- Solve problems. Your association is only as successful as your members, so how are you helping them overcome obstacles?
- Don't rely on history and habit. For some of you members, your Annual Conference will be the only exposure to the association. Be intentional on your meeting format and always look through the lens of inclusivity.
- Do not overpromise and underdeliver.
- Money \neq Experience

Experience Fails...

 Rachel Eaton @ Realta
@rayleearts · Follow



Thread about the Bridgerton Ball SCAM in Detroit that I (and hundreds of others) spent \$300 on



10:36 AM · Sep 24, 2024



 266.9K  Reply  Copy link

[Read 1.5K replies](#)



Kris alsikringle
@AlsikkanTV · Follow



apparently this was sold as a live Willy Wonka Experience but they used all AI images on the website to sell tickets and then people showed up and saw this and it got so bad people called the cops lmao



4:55 PM · Feb 26, 2024



 221.7K  Reply  Copy link

[Read 1.8K replies](#)

HR/BENEFITS

What Would Ted Lasso Say? Jason Sudeikis Just Ditched His SHRM Keynote Speech to Go Watch Caitlin Clark Believe! Or don't. The 'Ted Lasso' creator didn't believe in HR enough to show up to give a speech. 

EXPERT OPINION BY SUZANNE LUCAS, HUMAN RESOURCES CONSULTANT, EVIL HR LADY @REALEVILHRLADY
JUN 24, 2024

Case Study: NALS

- Purpose: Fundraiser for the foundation.
- Problem: No funds for gala.
- Solution: Painting with a Purpose.
- Engagement: Networking!
- Bonus tip: We donated all the art supplies to a local charity when we were done!

Cost: \$277.12



Case Study: CLDA

- Purpose: Create an elevated experience during General Session.
- Problem: AV is EXPENSIVE.
- Solution: Worked with AV vendor onsite months ahead to piggyback stage set from a larger corporate group – saved on labor and equipment.
- Engagement: Photo opps, social media posts and excitement!
- Bonus tips: This concept can apply to flowers, furniture and speakers!

Cost: \$62.41



Case Study: 2024 ASAE Session

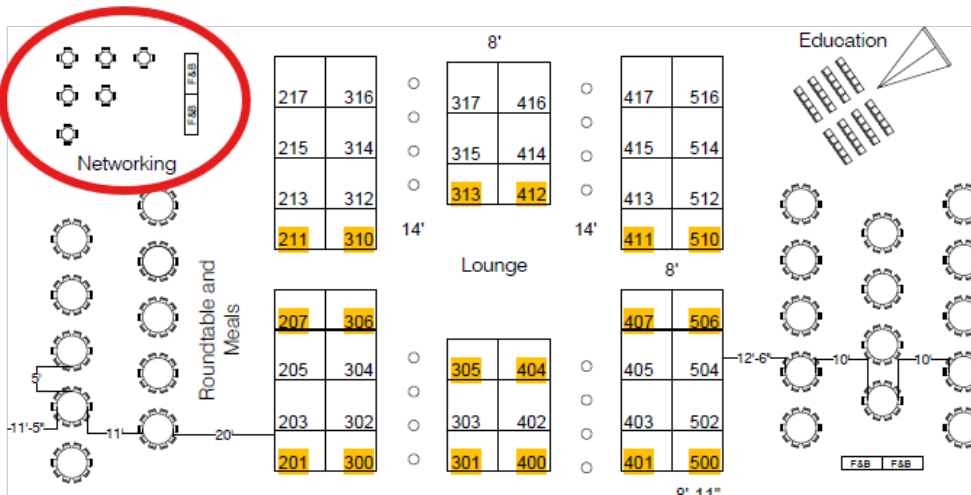
- Purpose: Tell our story through this session.
- Problem: No money and we aren't the planners of this event!
- Solution: What you are experiencing now.
- Engagement: Mixed session format, a clear solution focus, extended networking at your tables.
- Bonus tips: Upcycled décor, music to set the scene, swag!

Cost: \$0



What am I working on now?

- Coloring wall: **Budget \$50**
- Postcard station: **Budget \$50**
- Friendship bracelet station: **Budget \$75**
- Closing Zone: **Budget \$35**



at Connect Marketplace 2022





Bonus tip from a DMO insider

Why DMO's?

- Purpose
- Problem
- Solution
- Engagement



Bonus Tips:

- You Can't Have it All
- Tighten Up
- Work Smarter, Not Harder



Hidden Savings Secrets:

- Secret Services
- Site Visit Support
- Common misconceptions





Interactive Activity



Real WORLD
scenario Activity



Report *OUT*

Did we fulfill our Promise?

- Uncover budget-friendly strategies to enhance meeting experiences.
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contact us



Kevin Tuuaga
Vice President of Education at
LeadingAge California



**Emilie Perkins, CMP, CAE, CMM,
PMP, CED**
Certified Meeting Professional »
Project Management Maven » Ex..



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SACRAMENTO
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