

## LeaderBoard St. Louis

Powered By:



## LeaderBoard STL Plus+™ Event Solutions Comprehensive Corporate and Fundraising Event Management

### ABOUT LEADERBOARD ST. LOUIS:

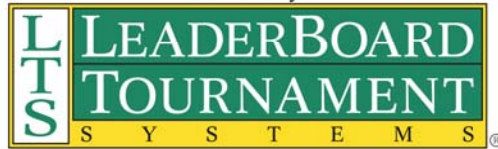
Poker & Casino events provide charities and corporations a captive environment through which they can interact with targeted consumers, conduct business, showcase their benefits, and most importantly raise money. LeaderBoard St. Louis has the expertise to help make events easier to manage, more entertaining professional and memorable, sponsorable, and more profitable.

### LeaderBoard STL Plus+™ Poker/Casino Management Services

- Administrative Support
- Auction Services
- Audio-Visual Services
- Banquet/Awards Presentation
- Contract Negotiations
- Creative Graphical Elements and Presentations
- Event Management
- Full Consultation Services
- Gifts & Prizes – Sourcing, Selection, Purchasing
- *inTouch*™ Social Media Event Marketing Services
- LeaderBoard St. Louis Professional Poker Services
- Management of all Volunteers
- Marketing & Promotions
- Photography
- Promotional Items
- Raffle System
- Registration Support
- Signage
- Sponsorship Analysis, Development & Fulfillment
- Venue Evaluation, Selection & Negotiation
- Website Design and Integration

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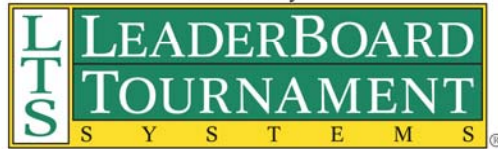
### LeaderBoard STL Plus+™ Poker/Casino Management Services

#### Pre-Event Planning:

- Venue evaluation, selection, and negotiation
- Overall management of event as Poker/Casino Director including logistics with venue
- Develop and provide all necessary and required legal documents in compliance with state law
- Develop annual event budget, spreadsheets, formats, and agendas
- Aid in formation of the event committee
- Manage all committee meetings and hold members accountable for their roles
- Develop and manage volunteer committee
- Develop sponsorship structure and create packages
- Meet with potential sponsors to explain and evaluate exposure opportunities
- Graphic design of Event Invitation, Save-the-Date card, and Event Brochure
- Design of custom 90-day website and online registration tool specifically for event
- Handle all incoming sign-ups and registration (online and offline process)
- Create waiver forms and rules
- Email all invitees and track RSVP's
- Eliminate as many budget line items as possible through donations and LeaderBoard St. Louis partners
- Solicit vendors or in-kind donations for all event needs
- Use of *inTouch*™ Social Media Event Marketing Services to promote event and solicit attendees
- Help obtain raffle and auction items based on in-kind and provided budget
- Obtain and organize all photography & audio visual needs
- Work with local and national media as determined
- Organize the design and production of all signage
- Development and design of raffle system and printing of raffle ticket (if applicable)
- Obtain, organize, and handle celebrity participants
- Graphic design and implementation of multimedia event program

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#### Day of Event:

- On-site management on the day of the event (2-3 LeaderBoard Staff)
- Distribution of all necessary reports and forms
- Set up, management, and tear down of all A/V equipment including computers, high lumens projector, LCD television, and large, theater-style screen with drape kit
- Registration management
- Display of scrolling table assignments on flat screen LCD TV with continuous sponsorship exposure
- Organize all signage at event
- Manage table pairings, event format, rules & casino games
- Manage all volunteers
- Candid event photography
- Manage awards banquet and live program
- Execute raffle, silent auction & live auction
- Manage all audio/visual needs with LeaderBoard St. Louis software
- "Big Screen" multimedia A/V support with sponsorship exposure including:
  - Scrolling table assignments
  - Digital slideshow of candid photos taken throughout the event
  - Speaker identification and points of discussion
  - Display of any presentation from organization and/or sponsors
  - Contest winners recognition and announcement of additional awards
  - Live Auction System
  - Raffle System
- Emcee the event as requested

#### Post-Event Follow Up:

- Review all expenditures and event budget
- Develop thank you/tax letter for sponsors and donors
- Develop and send thank you email to participants
- Hard copy of results and pictures presented to organization on CD
- Pictures posted for purchase on LeaderBoard photo site to benefit the organization
- Display event winners, contest winners, and photo's on customized website
- Set timeline, agenda, and goals for following year's event

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### LeaderBoard STL Plus+™ Poker/Casino Management Services

#### What LeaderBoard provides that other event planners don't...

- LeaderBoard St. Louis Poker Services (\$2,000 value)
  - All related graphical design work
  - Managing all multimedia productions at event
  - Rental of all relevant A/V equipment
  - Scrolling table assignments with sponsorship recognition
  - Candid event photography
  - Unique sponsorship opportunities including Trivia System and Raffle System
- *inTouch*™ Social Media Event Marketing Services (\$2,000 value)
  - Discussion of clients event agenda and needs
  - Development of social media strategy
  - Creation and implementation of relevant social media accounts
  - Organization and development of marketing database
  - Write and develop press release announcing event with a call to action
  - Optimized distribution of press release on Internet and social media sites
  - Development and production of post-event marketing video