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Creation of Group Packages and Events
414-KFE-AS gr. 06240

CREATE AND ORGANIZE A SPONSOR EVENT

Presented to Ms. Josie Salvo Farella

LaSalle College
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Introduction

As a third-year student in tourism from LaSalle College, our colleagues and I organized a sponsor event on November 29th at Fuchsia Restaurant in order to support our Jeux Du Tourisme 2017 Event in April. It gives us a good way to introduce our JDT event and let our sponsors know more about our upcoming event. Detailed in this document is about how this event came to be. You will find in this report detailed description of this event. The Information about the financial or material resources of this event. Details of our communication tools and a little bit description of the human resources needed for our event, and some results and recommendations for a future event as well.

Description of our sponsor event

The graduates of the Tourism Technique of the LaSalle College were given the mandate to create and organize the sponsor event in order to support the 5th edition of the Jeux Du Tourisme (JDT) in Montréal on April 21, 22 and 23, 2017. For the sponsor event, we mainly express our gratitude to sponsors' participation in the previous event and also ask for some help to support the 5th edition of the Jeux Du Tourisme. We provide sponsors various forms of visibility during the event as well.

Our recognition dinner is on November 29th at the restaurant Le Fuchsia, which is located in the basement of LaSalle College. The place is quite neat and clean. The lights are not too bright and the warm color make sponsors be comfortable in order to feel relaxed and enjoy their meal. The soft background music make the environment more enjoyable and soothing. The waiters and other staffs from hotel management are friendly and welcoming. All tables and chairs are offered by the restaurant. Each four tables are put together. The eight tables at the right corner are not congested and sponsors can chat over their personal topics without interruption.



All food and dishes are carefully prepared by students from hotel management, chef and a team of dedicated teachers, so they always offer high-quality food.

We do not very about the safety issues for our sponsor event because we organize this event inside the school. Moreover, November is not that much cold, so the outside temperature is not very important for our event.

At the planning of our event, a group of six, who is Daphny, Giulia, Christina, Ly Shuxuan and Xinyao, decides to create and organize a sponsor event. Our group sent the invitation card and letter to 34 organizations that we chose from previous year and this year one month ago (at the beginning of the November). We want to give them time to see and know who we are and what we will do. However, during this procession, we were only worried if they opened and saw the emails; and how many sponsors would attend. After two or three weeks, if they did not reply, we decided to resent them again in order to make sure there were some sponsor would come.



Before 4 days, we confirmed that only 6 sponsors would attend our event. Among the number of organizations, 25 of them opened their emails, and 10 of them rejected our invitation. All of sponsors are professional in their fields. Most of them are from tourism industry, hotel management or restaurant industry, etc....

Before 2 days of our event, we need to prepare one usb key with PowerPoint, a projection screen and one projector to present our Jeux Du Tourisme, the name tags, and menu lists for sponsors, host and teachers as well. The restaurant offers various delicious dishes and wines for our sponsors. We need to make sure who will order which appetizer, main dish and dessert.

At that day, there were 20 people attending our sponsor event. 6 of them are sponsors, 2 of them are our tourism teachers and one of them is director, rest 11 are students from English and French groups of tourism. The restaurant offered us 8 tables and 20 chairs at the corner. All cutleries were prepared already and all dishes were already chosen by themselves.

Organization	Name	Email	Open	Attend	Regret
APCO	Ginette Bardou	abco@belnet.ca			
Arbraska	Emilie Laurencot	emilie.laurencot@arbraska.com			
Aventure X	Véronique Séguin	vseguin@xventure.com			
Chaudières Marins	Mario D'Amory	mario@videotron.ca			
Clients	Matrice Jassaudin	bj@clients.ca			
Conseils des Arts du Québec	Patrice Bolduc	patrice.bolduc@conseilsdesarts.ca			
Croquette AMI	Sarah Lobond	slobond@croquetteami.net			
Ebène! Resort	Kathie Brodeur	kbrodeur@ebene.com			
Hôtelerie Jobs	Mathieu Laveau	m.laveau@hoteleriesjobs.com			
Hôtelerie Jobs	Alexandra Wiegert	alexandra@hoteleriesjobs.com			
Isaule	Annie	annie@isaule.ca			
Kabi	Shao Lin	kalibonnetreal@gmail.com			
Kalendoscope	Luc Drouin	luc.drouin@kalendoscope.com			
Kava Tour	Amélie Dabé	amelie@kavatour.com			
Kéroul	Monique Trudel	monique@keroul.com			
La Farfalière	Sylvain Benoit	sbenoit@lafaraliere.com			
Marea Surf	Jean-François Desrochers	direction@mareaurf.com			
Marché Publics de Montréal	Patricia Cyrinda	pcyrinda@marchespublics-mtl.com			
Mont Tremblant	Solchano Deschamps	sdeschamps@monttremblant.ca			
Musée Académie du Québec	Lily Lamoignon	lily.lamoignon@muséeacademie.com			
Parc Oméga	Myriam Proulx	info@parcoméga.ca			
Residence Inn	Ana Iligan	iligan@residenceinnmontreal.com			
Sault-Mouton	Solchano Deschamps	solchano@saulemouton.com			
Sépas	Helene Dupont	dupont.helene@sepas.com			
Société du Vieux-Port de Montréal	Isabelle Biron	biron@societeduvieuxport.com			
Spa Le Finlandais	Audrey Boivin	audreyboivin@spa-lefinlandais.com			
Alliance Touristique	Alex Gagné	gagnealex@alliance.com			
Via Rail	Anne-Marie Martin	anne-marie.martin@viarail.ca			
Tourisme Montréal	Mme. P. Dri	p.dri@mtl.org			
Point-à-Callière	Annamarie Bedard	info@pccalliere.com			
Aimia	Vincent Houde	vincent.houde@aimia.com			
Aimia	Sandra Desormeaux	sandra.desormeaux@aimia.com			
Vacations Air Canada	Claudine Hart	chart@vacay.com			

Hi, this is the food orders for our guests for November 29th, at 11h45am. We are officially nineteen (19) people who will be attending the lunch. As a reminder, each guest will have their name tag on the table, therefore, making it easier to remember which order belongs to which guest.

Here are the orders of each person:

- Alexandra Wiegert**
 - Entrée: Lobster bloque with fried leeks (1024)
 - Main Dish: Salmon filet with warm Asian style salad (1269)
 - Dessert: Chocolate decadence (1226)
- Ana Iligan**
 - Entrée: Tuna tartare with mango, avocado, cilantro oil (1263)
 - Main Dish: Crispy chicken supreme with orange and cardamom glaze (1866)
 - Dessert: Pineapple mille-feuilles with mascarpone mousse and berries (1242)
- Ginette Bardou**
 - Entrée: Tuna tartare with mango, avocado, cilantro oil (1263)
 - Main Dish: Fish of the day with Mediterranean vegetables and aioli (1860)
 - Dessert: Holiday inspiration
- Monique Trudel**
 - Entrée: Seared scallops on cauliflower puree and confit tomatoes (1838)
 - Main Dish: Grilled beef tenderloin with Roquefort sauce and pecans (1869)
 - Dessert: Pineapple mille-feuilles with mascarpone mousse and berries (1242)



Menu à la carte

Plats de résistance:

Blaque de homard avec poireaux frits 1024

Consommé et ses perles de légumes 1327

Pastilla de canard avec olives Kalamata 1708

Pâtisseries polaires sur purée de chou-fleur et tomates confites 1638

Tartare de thon avec mangue, avocat, huile de sésame 1263

Plats principaux:

Prise du jour 1862

Filet de saumon avec Salade asiatique chaude 1289

Grillade inspiration du jour 1736

Escalope de porc aux fines herbes et ail rôti 1895

Suprême de poulet croustillant à l'orange et cardamome 1896

Bœuf yellowstone, pomme de terre châteaue et sa bouquette 1869

Mmes du jour

Desserts:

Mi-cuit au chocolat et caramel sauté 1226

Gâteau au fromage sans cuisson 1804

Mille-feuilles d'arômes avec la mousse de mascarpone et fruits rouges 1242

Surprise des fêtes

5- Christina D'Amore

- Entrée: Lobster bloque with fried leeks (1024)
- Main Dish: Pork scaloppin with fresh herbs and roasted garlic (1895)
- Dessert: Chocolate decadence (1226)

6- Daphny Boivin

- Entrée: Tuna tartare with mango, avocado, cilantro oil (1263)
- Main Dish: Salmon filet with warm Asian style salad (1269)
- Dessert: No bake cheesecake (1804)

7- Ly Truc Huynh

- Entrée: Lobster bloque with fried leeks (1024)
- Main Dish: Grilled beef tenderloin with Roquefort sauce and pecans (1869)
- Dessert: Pineapple mille-feuilles with mascarpone mousse and berries (1242)

8- Sylvain Benoit

- Entrée: Lobster bloque with fried leeks (1024)
- Main Dish: Grilled inspiration of the day (1736)
- Dessert: No bake cheesecake (1804)
- Drink: Coffee

9- Sisi Umuhire

- Entrée: Tuna tartare with mango, avocado, cilantro oil (1263)
- Main Dish: Grilled beef tenderloin with Roquefort sauce and pecans (1869)
- Dessert: No bake cheesecake (1804)

10- Giulia Maria D'Amico

- Entrée: Lobster bloque with fried leeks (1024)
- Main Dish: Salmon filet with warm Asian style salad (1269)
- Dessert: No bake cheesecake (1804)

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| <p>11- Laura Isabel Hernandez Gonzalez</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Lobster bisque with fried leeks (1024) o <u>Main Dish</u>: Grilled beef tenderloin with Roquefort sauce and pecans (1869) o <u>Dessert</u>: Pineapple mille-feuilles with mascarpone mousse and berries (1242) <p>12- Paige Arkinson</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Lobster bisque with fried leeks (1024) o <u>Main Dish</u>: Salmon fillet with warm Asian style salad (1269) o <u>Dessert</u>: Pineapple mille-feuilles with mascarpone mousse and berries (1242) <p>13- Josie Salvo Farella</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Tuna tartare with mango, avocado, cilantro oil (1283) o <u>Main Dish</u>: Salmon fillet with warm Asian style salad (1269) o <u>Dessert</u>: Chocolate decadence (1226) <p>14- Shuxuan Tang</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Lobster bisque with fried leeks (1024) o <u>Main Dish</u>: Pasta of the day (1894) o <u>Dessert</u>: Pineapple mille-feuilles with mascarpone mousse and berries (1242) <p>15- Xinyao Wang</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Seared scallops on cauliflower puree and confied tomatoes (1838) o <u>Main Dish</u>: Grilled beef tenderloin with Roquefort sauce and pecans (1869) o <u>Dessert</u>: Pineapple mille-feuilles with mascarpone mousse and berries (1242) | <p>16- Shuo Lin</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Lobster bisque with fried leeks (1024) o <u>Main Dish</u>: Grilled beef tenderloin with Roquefort sauce and pecans (1869) o <u>Dessert</u>: Pineapple mille-feuilles with mascarpone mousse and berries (1242) <p>17- Isabelle Hallee</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Pastilla of duck with Kalamata olives (1705) o <u>Main Dish</u>: Grilled beef tenderloin with Roquefort sauce and pecans (1869) o <u>Dessert</u>: Chocolate decadence (1226) o As a reminder, this guest has allergies to seafood <p>18- Marie-Lou Maissonneuve</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Lobster bisque with fried leeks (1024) o <u>Main Dish</u>: Pork scaloppini with fresh herbs and roasted garlic (1895) o <u>Dessert</u>: No bake cheesecake (1804) <p>19- Catherine Torres</p> <ul style="list-style-type: none"> o <u>Entrée</u>: Seared scallops on cauliflower puree and confied tomatoes (1838) o <u>Main Dish</u>: Pork scaloppini with fresh herbs and roasted garlic (1895) o <u>Dessert</u>: No bake cheesecake (1804) |
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During the event, our colleagues did the welcoming speech at first and presented the PowerPoint during the lunch to describe a bit information of organizers, the history of Jeux Du Tourisme, the missions and objectives of sponsor event and our LaSalle College, a bit information of programming of JDT, what we need and what we make on partnership plan, and what the advantages can be benefited, etc.... Our sponsors can be given a brief information of our sponsor event and Jeux Du Tourisme in order to quickly know more about our upcoming event.

- 10:40 am – Preparation the name tags and making sure everything is ok
- 11:45 am – Sponsor event start on November 29th
- 12:00 pm – Short welcoming presentation to thank you for previous sponsors in professional way
- 12:10 pm – Serving appetizer, main dish
- 12:50 pm – Presentation on Jeux Du Tourisme
- 13 :05 pm – Serving dessert
- 13 :30 pm – The end

Description of Financial/Material resources

We are very lucky and appreciated that we got more than 100\$ from previous Jeux Du Tourisme event, so we do not worry about finding the funding to finance our event.

We may organize one or two activities on 375mtl that associate with our event. We may contact the sponsors who are involved in and participate in the 375mtl in 2017. Because of this will be a big event in the whole Montréal and be attractive most local people and visitors traveling Montréal, we can find various sponsors, such as museum, transportation, national park, etc....

We totally contact 34 organizations, but only 6 sponsors replied the email and decided to attend. They are Ms. Ginette Bardou – APCQ, Ms. Alexandra Wiegert – Hôtellerie Jobs, Mr. Shou Lin – Kalbi Restaurant, Ms. Monique Trudel – Kéroul, Mr. Sylvain Benoit – Le Forfaitiste, and Ms. Ana Itigan – Residence Inn.

We do not have any sources of revenue came because we organize the sponsor event, that means we need to spend some lunch money to invite them to attend. I bought the name tag paper that costs \$1.25 including the tax. The total price of lunch is \$319.55 including 2 beverages/\$4.5, 7 wines/\$62.00, 19 forfait/\$165.11, tips/\$53.26 and taxes. The hosts should pay themselves, which is \$10.00 per person, so the total price of hosts is \$110.00. These means the sponsor event costs \$210.80 in total.



I think we have managed to meet our client's budget for our sponsor event. We only spent 210 dollars for our sponsor event, and we also have the funding to finance and support our sponsor event. This is the less money that we cost in order to make our clients satisfy and let them know about Jeux Du Tourisme. I think we have already basically achieved our mission.

We did not need any services of suppliers and / or subcontractors. All sponsor event was organized at school. We just need to negotiate with Le Fuchsia Restaurant to make a reservation in order to organize our sponsor event.

Description of the communication/marketing

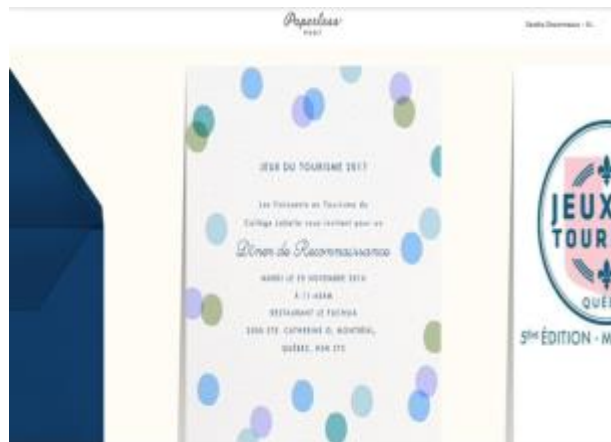
We write and send invitation letter and invitation card to our sponsors and contact with them.

We also send messages, emails to our sponsors and communicate with them on phone if they do not reply the email as soon as possible. During the event, we also do the welcoming speech and do the presentation to promote our Jeux Du Tourisme. We thank you for our sponsors and ask for their help.

- Email – jeuxdutourisme@gmail.com
- iPhone – WeChat



Daphny and Christina -
welcoming speech



Chers XXX,

INVITATION DÎNER RECONNAISSANCE DE NOS PARTENAIRES

Les finissants de la Technique de Tourisme du Collège LaSalle ont obtenu le mandat de créer et organiser la 5^{ème} édition des Jeux du tourisme à Montréal. Chaque année, l'ensemble des écoles du Québec participe à cet événement. Nous serons heureux d'accueillir nos futurs collègues de l'industrie les 21, 22 et 23 avril 2017, au Collège LaSalle.

Les Jeux du tourisme visent à réunir tous les étudiants du tourisme en mettant en avant leurs connaissances des différents secteurs de l'industrie.

Nous tenons d'abord, à vous remercier, pour votre participation lors de l'événement précédent. Afin d'assurer le succès de l'édition Montréal, nous vous invitons à demander votre aide. Votre participation vous fournira diverses formes de visibilité lors de l'événement. Nous avons préparé un plan de commandes qui pourrait assurément vous intéresser.

Nous aimerions vous inviter pour un dîner de reconnaissance le 29 novembre au restaurant le Fuchsia, notre « salle de classe » pour les élèves en restauration, à 17h45. De plus, nous profiterons de cette occasion pour vous remercier de votre habituelle collaboration et vous présenter le programme de partenariat et notre planification de la 5^{ème} édition.

En espérant une réponse positive de votre part, nous nous réjouissons de votre éventuelle participation et nous vous remercions à l'avance.

Finissants en Technique de Tourisme au Collège LaSalle

Merci de confirmer votre participation à l'adresse suivante : jeuxdutourisme@gmail.com

We can still do the direct marketing and event sponsorship for next event, directly communicate with our clients. During the event, we may hand out our samples, gifts and literature. We can also make a short video to promote ourselves to let them know more about us and do the ad spots connected to the event.

I think the informational materials and / or promotional I selected corresponded to my client's wishes. We send them emails to let them know who we are and what we do. They can contact with us easily. WeChat is more easy and convenient way to communicate with mu client and he can reply quickly. We also choose the projection screen and PowerPoint to directly show our objectives and information of Jeux Du Tourisme. We do the welcoming speech and presentation to promote ourselves and our Jeux Du Tourisme as well. The direct marketing is a good want communicate with our sponsors and promote our event.

Description of the human resources

I needed a team with five colleagues, who are Daphny, Giulia, Christina, Ly and Shuxuan. I need combine my colleagues' ideas and suggestions in order to create and organize a better sponsor event. The more people participate, the more ideas that I can get. We can help each other and communicate with each other to solve the problems easier.

We did not need any volunteers and did not have to train them prior to the event. We have enough colleagues to organize this event, so we do not need other volunteers to help us.

I regularly involved in projects and questions concerning teamwork. I share some ideas with Christina, Shuxuan and Ly, and search some information for the original Thank you speech. We also talked about the materials that we should prepare for the sponsor event with Christina. I also communicate with Shuxuan when I do the name tag. I needed to continuous contact with Shou and check the emails in class, doing the name placement cards at the end.

Results and recommendations for a future event

I have been able to keep the original mission of the event and meet its image, and also able to meet the objectives of my client in order to let our sponsors feel comfortable and know more about Jeux Du Tourisme. We have succeeded in reaching our goal since we have invited 6 sponsors to attend.

At first, we sent our invitation letter and card to 34 sponsors. At that day, all 6 sponsors, teachers and 11 hosts participated in this sponsor event. I felt very warm, comfortable and enjoyable.

The place is quite neat and clean. The lights are warm and the background music is soft. The environment is enjoyable and soothing. The waiters and staffs are friendly and welcoming. We have already prepared the tables and chairs and all dishes that our sponsors, teachers and hosts want.

Although we invited 34 sponsors, but at the end, only 6 sponsors attended. I think it was not that bad, and I hope we can invite more sponsors next event. During the event, it was not very easy to hear the presentation because the environment was noisy. Other clients were talking loud, so sponsors and hosts would not hear it clearly. I should be more confidence when seeing and talking with sponsors. The communication skill is another important issue.

I was involved in our team and communicated with colleagues to talk about and share our ideas. The most important point is teamwork and having a clear division.

I stick to my budget because finance is important for any event. It was not very difficult for us to respect our budget because our team did not have a lot of expenses. Before the event, we only bought the name tag paper and the budget was from last year of the JDT. We also did not spend money for the necessary equipment because we got it from our school. All equipment are free for us.

When we decided to organize our sponsor event on November 29th at 11:45 pm. We knew we may leave earlier because we had a reservation system class from 10 am to 12 pm. So, we just left early 15 minutes (11:30 am) to have the time putting items into the locker and going to the washroom.

Communications on email, phone call, WeChat, visibility agreement with sponsors went very well. We used invitation letter and invitation card to communicate with our sponsors quickly and know what they were thinking. It is more easy and fast to talk each other indirectly. Through doing the welcoming speech and the presentation, it gives sponsors directly know more about the Jeux Du Tourisme. These communication methods can reduce wasting time and show more knowledge clearly.

We have got the feedback from our teacher. They thought we well prepared and well organized on schedule. We did a good sponsor research. We did a good excellent organizational skill on meus and name placement cards. Our teacher thought maybe next time we should ask for microphone even if it's small group. And be more confidence when speaking in front of an audience.

The sponsors were happy that we had been attentive to their needs. They knew what we are and what we were doing for our sponsor event and jeux du tourisme.

The highlights of the event include the atmosphere, the professional way and the number of sponsors who attended the event. We had participant and had one sponsorship, which is the hotel. We chose the better restaurant which is located LaSalle College. It offers good quality food and better environment.

I know how to create, prepare and organize an event. I know how to communicate with my colleague and do the teamwork. I should be more confidence and give more ideas when I talk with my colleagues and even the sponsors.

Conclusion

I and my colleagues are positive and enthusiastic to create and organize the sponsor event. We spend each time to communicate with each other and share ideas in class. I think we have a clear division that who do the letter and invitation, who write the thank you speech and who make the name replaced card, etc.... I know how to work with a team. I learn how to be professional in the process of our sponsor event and how to communicate with them. I and my colleagues try to have an excellent organization skill to show us be more professional. I also think I and my colleagues should be more confidence when communicating with sponsors. And I should talk much and give more suggestions with my colleagues as well. Increasing communication skills can improve my next level.

Reference

<http://www.lasallecollege.com/about-us/facilities/le-fuchsia>