

Calculating ROI on Special Events



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Moffitt Cancer Center Foundation**

Calendar of Events

- Leadership Awareness Receptions
 - Regional, Statewide, and National
- Signature Events
 - Magnolia Ball, Miles for Moffitt, Ft. Lauderdale Luncheon, Moffitt Memorial Golf Tournament
- Merit Society
 - Tampa and Sarasota
- Outside Events (TY 150)
 - Swim Across America, Golfers Against Cancer, Martinis for Moffitt
- Cause Marketing
 - The Shula Fund, Panera, Buffalo Wild Wings





Magnolia Ball Components

- Sponsorship/Ticket Prices
- Know Your Audience
- Speakers
- Live Auction
- Silent Auction
- Match/Audience Challenge
- Entertainment



Sponsorship/Ticket Prices

- **If you want to be the best and most successful event in the city, you must build that expectation into your sponsorship/ticket prices.**
 - 2005 - individual tickets were \$400 and the sponsorships started at \$5,000 up to \$25,000
 - 2012 - individual tickets were \$1,000 and the sponsorships started at \$10,000 up to \$100,000 for the Presenting Sponsor
 - 2015 - Presenting Sponsorship now \$150,000

How to Fill the Room

- Tactics Utilized
 - Donor Database
 - Center Initiatives
 - Foundation Board of Directors
 - Partners Committees
 - Team Work within Foundation



Know Your Audience

- Relationships with Corporate Partners is key to the evening's success
- Member of the Foundation Board acts as the Chair for the Gala – shows support to the organization and the community
- Every year, goal yourself to fill 5 tables with new guests (total of 50)

LIVE Auction



- No more than 10 items
- Addition of a LIVE Auction Sponsor in 2007 – for every item that reaches it's FMV, an additional \$5,000 will be donated (maximum of \$50,000)
- Professional auctioneer a MUST to raise the maximum value for each item
- No consignment packages

Match Component

- Speaks to audience to the reasoning for the Challenge
 - Compelling story/experience/relationship with Moffitt; the personalization with the Doctor and team instrumental in their treatment
 - How we must continue to support the research being done at Moffitt to continue to save lives
- First challenge was for \$250,000 in 2006

Achieving ROI



- Budgetary Restrictions
- Underwriters
 - Photos, Goody Bags, Sponsor Gifts, Guest Gifts, Patron Party Hosts
- Donations from Corporate Partners
 - Trips, Experiences, Private Jets
- Partnering with the Venue
 - Sponsor (i.e. appetizers), Spirits, Valet, Security

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