VELLUM HOUSE EVENTS

# Corporate Event Services Proposal

VH

ASTER ROW PARTNERS

## Leadership Dinner & Awards

Las Vegas, Nevada

EVENT OVERVIEW

# An evening for 120 guests

Aster Row Partners will host clients and senior leaders for a reception, seated dinner, and employee awards. Vellum House will plan the evening around an 8:00 p.m. awards start.

## PLANNING PRIORITIES

Seat award recipients near the stage and reserve an accessible route for every honoree. Keep a separate check-in list for VIP guests and align dinner service with the stage cues.

## PROPOSED EVENING

| | |
|---|---|
| **6:00 p.m.** | Arrival and reception |
| **7:00 p.m.** | Seated dinner |
| **8:00 p.m.** | Leadership remarks and awards |
| **9:00 p.m.** | Dessert and networking |

# What Vellum House will deliver

01

## Planning & vendors

Two venue options with capacity and access notes. A vendor comparison, budget tracker, and weekly approvals log.

02

## Event design & hospitality

Room layout, tablescape direction, and signage plan. RSVP tracker with dietary needs, accessibility requests, and VIP seating.

03

## Program & event staffing

A timed run of show and awards cue sheet. One lead producer, one floor manager, and two check-in hosts on event day.

04

## Post-event closeout

A recap of attendance and any issues. A reconciled vendor invoice summary within five business days.

EXECUTION TIMELINE

# Eight weeks from brief to event

| | | |
|---|---|---|
| 8–7 WEEKS OUT | **Scope & venue** | Confirm the brief and budget. Client selects the venue and approves the deposit. |
| 6–4 WEEKS OUT | **Design & vendors** | Review supplier quotes. Client approves the design direction and vendor commitments. |
| 3–1 WEEKS OUT | **Guest list & cues** | Confirm headcount and dietary needs. Client signs off on seating and awards cues. |
| EVENT DAY | **Setup & delivery** | Walk the room before doors open. Manage check-in, service timing, and stage cues. |
| WITHIN 5 BUSINESS DAYS | **Closeout** | Deliver the attendance recap and reconcile vendor invoices. |

INVESTMENT

# Estimated investment for 120 guests

| | |
|---|---|
| Planning & design | **$6,500** |
| Event staffing & production management | **$3,500** |
| Venue & catering allowance | **$20,400** |
| AV, rentals & décor allowance | **$8,600** |
| Contingency reserve | **$3,900** |
| **Estimated total** | $42,900 |

PAYMENT SCHEDULE

**Vellum House service fee**

50% at signing, 40% 30 days before the event, and 10% within five business days after the event.

Vendor deposits follow each supplier’s terms.

Illustrative USD estimate. Applicable taxes and service charges are additional. Vendor allowances depend on final quotes.

# From proposal to kickoff

## Leadership Dinner & Awards

Prepared for Aster Row Partners

01 **Confirm the event date**

Share your preferred date and a backup.

02 **Approve the scope**

Review the service fee and budget allowances.

03 **Schedule kickoff**

Name one approver and share your initial guest list.