

# NEW YEAR'S EVE PRESENTATION

# THEME

- This year's theme: Masquerade Ball
- Masks
- Elegant Dresses
- Mysterious Nature



# DECOR

- Art Deco
- Chandeliers
- String Curtains
- Candelabras
- Feathers
- Lanterns
- Drapes
- Masks
- Colored Beads
- Diamond Patterns
- Checkerboard Design
- Deep Reds/Dark Colors
- Venetian Style Lamps for Centerpieces

## LAYOUT

- Main Stage for DJ
- Dance Floor in the middle
- Tables to allow guests to sit
- Buffet of food in the back
- Makeshift Bars on both sides

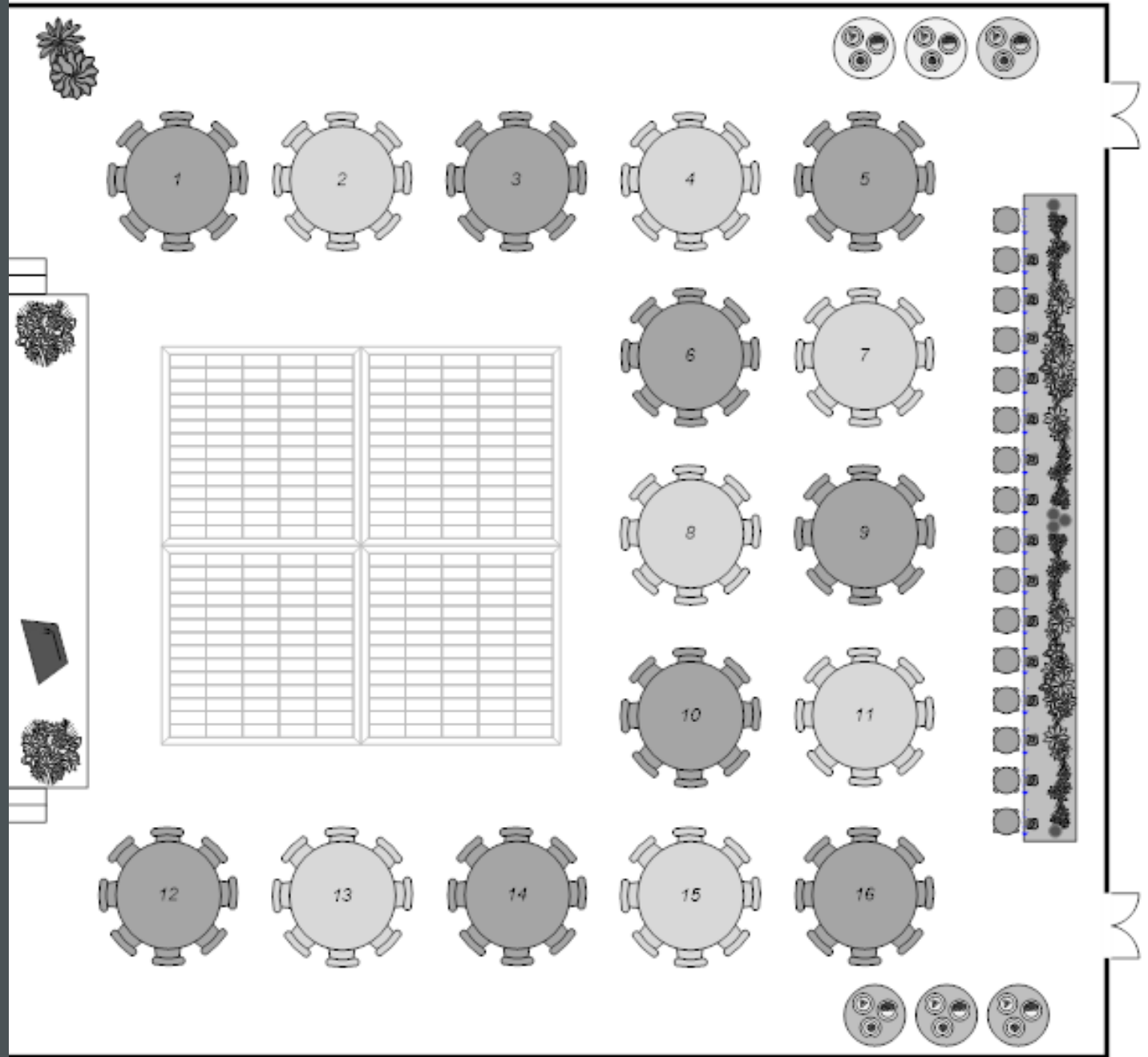


Table 1	Table 2
Table 3	Table 4
Table 5	Table 6
Table 7	Table 8

# FOOD

- **Main Courses:**

- Lavish Finger Foods
- Canapes
- Stuffed Mushrooms
- Crab Puffs
- Gourmet Cheeses
- Spinach Artichoke Pinwheels
- Bruschetta

- **Desserts:**

- Chocolate Mousse
- Iced Sugar Cookies (match the theme)
- Giant Themed Cake

# TIMELINE

- Set up 8:00 AM to 4:00 PM
- Guest Arrival: 6:00 PM to 7:00 PM
- Buffer Time, allow guests to eat
- DJ starts at 8:00 PM ends at 3:00 AM
- Present desserts at 9:00 PM
- 10 second countdown till midnight
- Complimentary champagne at ball drop
- Continue to party 12:00 AM to 3:00 AM
- Tear down 3:30 AM to 8:00 AM

# PROMOTION/DRAWING

- Midnight Millionaire
  - Guests must sign up prior to the event
  - Guests have the chance to roll dice, if one of your contestants can roll a winning combination of letters (M-I-L-L-I-O-N, N-E-W-Y-E-A-R, etc.) on our customized dice, they'll win the grand prize and Horseshoe Casino will pick up their tab.
  - Any winning guest will be awarded \$1 million, and the hosting casino will pick up their tab for the night.

# BUDGET

- \$2,500 for Entertainment
- \$5,000 for Décor
- Potentially \$1 Million for Prize Package Promotion
- \$15 per person for Food/Entry
- \$1 per mailer (including postage)
- Potential winner tab, \$0-\$1,000



## GUEST CRITERIA

- 21 or older
- Dress up required to enter
- Mask required
- Mailing to the Greater Cincinnati, and Northern Kentucky Areas
- Expected turn out: 500-1200 people