



AllieAwards.com

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More than 25 years ago one of the most influential men in the events industry had the forethought to know that Atlanta was on the move with special events and needed an awards gala just for industry professionals much like the Oscars[®], to honor and promote excellence in event design, planning and production.

As an active and trusted member of both the International Special Events Society (ISES) and the National Association for Catering and Events (NACE), he, along with a committee of other industry visionaries, thought it prudent that the two organizations come together to produce the event – to be allies in promoting the best event and catering achievements held in and/or by Atlanta-based event and catering companies.

The inaugural event was held in 1991 during a broadcast of the Oscars[®] to a group of approximately 185 event professionals in the greater Atlanta area.

Today, this prestigious awards competition strives for the highest degree of excellence in event planning, design, cuisine, entertainment, technical production and enhancements, and in doing so, has raised the standards and quality of Atlanta's event industry. Events of nearly every type and size will have the opportunity to be recognized in more than 35 categories organized into six specialty areas.

The production of the Allie Awards is the quintessence of the standards and quality we ask for in the events entered to win. As a contributor in the production of the Allies, we ask your company to showcase its talents and creativity to be an outstanding example of how event producers can use innovation and creativity to achieve higher goals.

EVENT SPECIFICS

Date: TBD – Preferably Sunday, March 4 or 11, 2018

Event Time: 5:00pm - 11:30pm (includes cocktail hour, awards dinner, and after party)

Attendees: goal of 300+ Atlanta Hospitality Industry Professionals

Square Footage: Pre-Function Cocktail Hour 4,000 sq. ft.
[ideal space] Awards Program + Seated Dinner 10,000 sq. ft.
After Party + Dessert Reception 4,000 sq. ft.

Theme: TBD

Food and Beverage: Please note if in-house catering is required or if outside catering can be considered.

Cocktail Hour – Passed hors d’oeuvres with open bar beverage service

Dinner – Seated and served meal with passed wine service

Also considering action stations as part of cocktail hour and then
move to theatre seating for awards

Dessert reception during after party with continued Beverage Service

Estimated budget - \$50 per person, not including bar service

Beverage budget TBD based on product donation sponsors, corkage

Access: Day before load-in preferred, but will work with day of.
Strike to follow event, prefer retrieval and dismantle the following morning

Production: Access and use of any installed or existing equipment
(if in-house required) Budget cooperation and concessions from any in-house production provider
Labor fees will be considered in conjunction with production needs
Possible rigging and supplemental power

Concessions: Allow Outside Audio-Visual Equipment and Services
Allow Outside Catering or Culinary In-kind Donations
(with Chef’s input and approval)
Beverage In-kind Donation, Waived Corkage
Décor and Rental In-kind Donations

Pricing: Per Person, Inclusive of food, beverage, service, gratuity and taxes

Offered Inclusive of in-house inventory: tables, chairs, basic linen, glassware, flatware, china, staging, dance floor, bar stations, furnishings, décor amenities, installed sound system, power, projection screens and equipment, etc...

Parking: Complimentary or Competitive Rates, self-pay, not included in per person price

GENERAL PROPOSAL REQUIREMENTS

- Property name and Sales Representative Contact Information
- Per person cost expenditure
- Listing of provided amenities and equipment
- Specs and Floor Plans of suggested venue spaces with images

COMPENSATION & PAYMENT

For your generous contribution of hosting the 2018 Atlanta Allie Awards, your property will receive all the marketing benefits of the appropriate in-kind sponsor donor level for the value differential of retail pricing to your proposal concession price point.

A deposit will be processed to confirm the date, at the time of the contract. As the guarantee guest count is provided, a second deposit will be processed. The remaining, authorized balance payment will be processed upon invoice receipt and approval.

PROPOSAL DEADLINE

Proposals will be accepted and considered, through Monday, September 25, 2018.

Please submit proposals or additional questions to 2018 Allies Chairperson Bryon Brown. You may contact him by phone or email: 404-805-8241 or bbrown@ppi-events.com.

For any questions regarding the general history, accountability, structure or legal parameters of the Allie Awards, please speak with the Chairman of the Board of Directors, Allison Schultz, CPCE. You may contact her by phone or email: 678-420-4316 or aschultz@cherokeetcc.org.