



EVENT PLAN

- LOCATION

- Tula Boutique

- TIME/DATE

- Apr. 20, 2020 7:30p.m.

- DETAILS

- CSU fashion majors will submit portfolios by March 1st in order to receive a spot in the competition. After examination, seven students will be chosen by Tula employees to compete in the competition. They will be required to create 3 outfits using only the items in the store in under 20 minutes. The final outfits will be judged by the employees and the winner will receive a \$500 gift card to the store. Anyone in the community is welcome to join and support. This is a great way for Tula to show their support for CSU and for an up-and-coming designer to receive recognition.

- BUDGET

- \$2,000
- The only thing that will need to be purchased is catering and equipment rentals for a microphone and speaker. This amount should cover the amount.

- COVERAGE

- The event could potentially be covered by CSU media.
- Posters will be hung in the CSU fashion school to increase awareness of the event.

- FOOD/DRINK

- Northern Colorado Catering is a great company to use to provide food and drink for the event. For contact information, we can fill out a form on their website <http://www.all-occasions-catering.com/contact--us.html> .
- The food has not been decided but will include small bites in a buffet style. Drinks will be pre-poured in cups on the food tables.



● TIMELINE

- The initial press release will be sent out on January 1st of 2020.
- Tweets and promotion will be sent out throughout the weeks leading up to the event. The last tweet needs to be posted on the morning of the event as a last reminder.
- The blog post is intended to create awareness of the store and will be posted by February 1st.
- All of these are promotional pieces in support of the event that will allow the store to gain publicity.