
Ashdown House Halloween Bash

October 30, 2009, 9pm-1am

Total Event Budget: \$3800.00

Estimated Attendance: 450

Amount requesting from LEF: \$2800.00

Building off of the success of last fall's Halloween Party at Ashdown – and the fact that Halloween falls on the weekend again this year – Ashdown House is pleased to present its proposal for the 2009 Ashdown House Halloween Bash, on Friday, October 30.

The party will be held in Ashdown's Hulsizer Room and the adjacent Thirsty Ear Pub; attendees will be encouraged to come in their Halloween costume of choice! A "Top 40" DJ will be in the Hulsizer Room all night spinning tunes (and inevitably taking countless requests for "Thriller"). Pizza, Halloween "trick-or-treat" candy, and snacks will be served in the Hulsizer Room; a cash bar by the Thirsty Ear will also be available. To add to the Halloween atmosphere, we will decorate the entire party setup with fog machines, strobe lights, ghosts, glowsticks for attendees, and other creative ideas yet to be realized. Activities will include the return of last year's popular costume contest, pumpkin carving in the courtyard (weather permitting), and of course dancing.

Last year's Halloween event was the first of its kind for Ashdown, and we felt it provided both residents and the entire graduate community (~375 attendees) with a great opportunity to socialize and have a blast partying at MIT. Our Social Committee has extensive experience organizing events of this scale, and has the necessary expertise to make sure every event we host is both exciting and a unique contribution to campus activities. This weekend will no doubt be a busy one for on-campus social events, so our hope is that hosting our event on Friday rather than Saturday will provide a bit of separation.

The attached budget takes into account the budget and actual costs for last year's Halloween event (requested amount is identical to 2008), as well as feedback from our most recent LEF/ARCADE events, the Cultural Dinners and Dance Fusion. In particular, we have incorporated feedback from our recent orientation dance party and have tried to limit expenses on both food (budget has been substantially reduced) and decorations. For a Halloween event to be successful, we feel two of the most important factors are to have effective publicity and to create a unique atmosphere at the event. For the former, we are still including all of our usual publicity avenues, though with cost-cutting measures (such as advertising for 1 weekend instead of 2, and only making 1 large-size poster). For the latter, we have tried to spread our decorations budget broadly in a variety of directions. This includes pumpkin carving, which will begin as an event activity but will result in event decorations.

As always, the Halloween Bash is open to, and intended to appeal to, the entire MIT graduate community. Admission is free, and our publicity efforts will be campus-wide. The support of organizations such as LEF/ARCADE is much appreciated, and is critical in making these kinds of events possible.

Ashdown House Halloween Bash: Estimated Budget

Category	Cost	Description
Entertainment		
Hip-Hop Dance Stage + DJ	550.00	DJ equipment; lights
	550.00	Entertainment Subtotal
Advertising/Publicity		
Large Size Posters x1	150.00	Color, 3' x 6'; for Lobby 7
Standard Size Posters x200	200.00	Color, 11" x 17"; for dorms and campus posting
Handbill Size Posters x2500	190.00	Color, 3" x 5"
Corridor 3 Projection	125.00	Week leading up to party
LSC Projection	50.00	Weekend prior to party
	715.00	Advertising/Publicity Subtotal
Equipment		
Zipcar Rental	100.00	Transportation of food and supplies
	100.00	Equipment Subtotal
Security		
Police Detail	450.00	Four hours (9pm-1am)
Wristbands	100.00	For event attendees
	550.00	Security Subtotal
Food/Beverages		
Alcohol License	50.00	CLC
Thirsty Ear Bartenders	310.00	Thirsty Ear; 3 bartenders for 5 hours
Food for Volunteers	200.00	\$100 for each of 2 nights (1 setup, 1 cleanup)
Pizza	300.00	30 pizzas
Halloween Candy	100.00	Grab bags of assorted Halloween candies
Assorted Snacks	100.00	Chips, nuts, cookies, etc.
Drinks/Soda	100.00	Lemonade, juice, soda, etc.
Paper/Plastic Supplies	75.00	Plates, cups, cutlery, napkins, etc.
	1235.00	Food/Beverages Subtotal
Decoration		
Party Balloons	50.00	2 bags
Fog Machine	50.00	For atmosphere!
Lighting	100.00	Black lights, colored lights, strobe lights...
Halloween Decorations	150.00	Includes hanging decor and other embellishments
Glowsticks	100.00	For event attendees
Pumpkins and Carving Tools	200.00	For pumpkin-carving activity at event
	650.00	Decoration Subtotal
Total Expenditures		
	3800.00	
Ashdown House Input		
	1000.00	
LEF Funding Request		
	2800.00	
Total Funding		
	3800.00	