



Join us for an evening full of excitement, where all proceeds goes towards scholarships for students in the School of Sport, Tourism and Hospitality Management.

**Cocktails | Live Entertainment | Silent Auctions**

General Admission: \$150  
VIP Admission: \$250

DATE: November 12th, 2026

TIME: 7PM - 11PM

PLACE: Vie | 1412 Mt. Vernon Street, Philadelphia, PA 19130



## STHM Casino Night Fundraiser: *All In for STHM*

**Description:** Hosted at Vie, the evening will feature classic casino games such as poker, blackjack and craps, light food and cocktails, and a silent auction. The event is a fundraiser supporting scholarships for students within the School of Sport, Tourism, and Hospitality Management.

The event will take place on November 12<sup>th</sup>, 2026, and is expected to attract approximately 300 Attendees. These attendees will likely be STHM alumni, previous donors, parents, faculty, and industry partners. The atmosphere will be elegant and centered on hospitality and philanthropy.

Admission to Temple STHM Casino Night will include a set amount of casino chips for guests to play with throughout the evening. Additional chips will be available for purchase, though chips cannot be redeemed for cash. Prizes will be awarded at the end of the night to the people with the most chips.

### About Group 8 – The G8ters

We are Group 8, the G8ters, a group of students from Temple University's School of Sport, Tourism, and Hospitality Management (STHM). We share one goal: to create an experience that brings people together. We believe events are more than just entertainment; they're a way to build community, celebrate connection, and make a real difference. Our team values hospitality, philanthropy, and community, and each of us bring unique strengths to the table.

Together we are learning what it means to take an event from an idea to a full experience. That's why we're producing *All In for STHM*, a casino night fundraiser dedicated to raising scholarship funds for STHM students, while showcasing the principles of hospitality and creating experiences. We love Temple and are proud to represent the university, so this is a way to give back to the program that's shaping our careers.

We are proud to be the G8ters and are going "all in" to create a memorable and meaningful events, full of Temple Pride!



## **Meet the Team!**

### **Patrick Cosgrove – Event and Entertainment Management (STHM)**

Patrick is a senior at Temple University studying in the School of Sport, Tourism and Hospitality Management. He serves as the Operations Lead for All In for STHM: Casino Night, where he's gaining his first hands-on experience planning a high-end gala event. Patrick has previously worked as an Operations Intern with the Scranton/Wilkes-Barre RailRiders and in high-end hospitality with The Union League of Philadelphia, these two experiences that make him perfect for this event.

For this project, Patrick focused on building an operations plan that supports the event's revenue goals. He worked to identify potential costs and researched vendors to ensure that every element of the event contributes to a successful and profitable fundraiser for STHM scholarships.

### **Julia Kleidon – Event and Entertainment Management Major (STHM)**

Julia is a senior at Temple University studying at the School of Sport, Tourism and Hospitality Management. During her internship at Valley Forge Tourism and Convention Board, she gained hands-on experience in promoting destinations and engaging audiences through creative campaigns. This experience sparked an interest in marketing, specifically in the tourism and events industry.

For this project, Julia used her creative skills to help shape the look, feel, and voice of *All In for STHM*. She worked on branding, tagline ideas, and marketing concepts to bring the event to life. Julia also focused on audience engagement, finding ways to connect with guests through the overall event design.

### **Krista Lindemuth – Sport and Entertainment Management Major (STHM)**

Krista is a Senior at Temple University. She currently works gamed days with the Philadelphia Eagles and Flyers, and interns with the Temple football team. STHM has already opened so many doors for her, helping her gain real experience in sports and events. While she's still figuring out exactly where she wants her career to go, she dreams of working behind the scenes in professional sports.

For this project, Krista helped to develop the budget and revenue plan for *All In for STHM*. She helped to calculate ticket prices, sponsorship levels, and profit



goals to make sure the event was financially strong. She also contributed created ideas for prizes and silent auction packages that will keep guests excited throughout the evening.

### **Mission Statement:**

To raise scholarship funds through an elegant evening that celebrates the spirit of hospitality and community within the School of Sport, Tourism, and Hospitality Management.

### **Vision Statement:**

To inspire a lasting tradition of generosity and connection that empowers future STHM students to succeed in sport, tourism, hospitality, and events.

### **Values:**

- Hospitality – creating a welcoming and engaging experience that reflects the spirit of the STHM community.
- Philanthropy – giving back to support student success and future industry leaders.
- Community – uniting alumni, donors, faculty, and partners for shared purpose and connection.

### **Event Design:**

- Classic casino games: poker, blackjack, roulette, craps.
- Specialty cocktails and light bites.
- Live entertainment and silent auctions.
- Guests receive casino chips, and top chip leaders win prizes.
- Elegant, community-focused atmosphere.



## **Production Timeline:**

### **12 Months Out (Nov–Dec 2025) — Initial Planning**

- Confirm event date and venue (Vie)
- Define event purpose and fundraising goals
- Establish event budget
- Create internal planning committee roles and responsibilities
- Identify target sponsors and auction item donors
- Begin drafting sponsorship packet

### **9–10 Months Out (Jan–Feb 2026) — Sponsorship & Program Direction**

- Finalize sponsorship tiers and benefits
- Begin outreach to sponsors, industry partners, and sports organizations
- Develop event branding theme (casino elegance, classic Vegas, etc.)
- Contact Vie for menu concepts for catering
- Start outreach for silent auction donations
- Build master contact list of alumni, parents, donors, partners

### **6–7 Months Out (April–May 2026) — Marketing Preparation**

- Finalize event creative assets (logo, color palette, graphics)
- Confirm ticket price and guest chip allotments
- Set up ticketing/RSVP platform
- Confirm entertainment (casino tables, dealers, music, emcee)
- Begin social media content planning (photos, testimonials, countdown messaging)
- Finalize presenting sponsor

### **4–5 Months Out (June–July 2026) — Announcement & On-Sale**

- Event Announcement Goes Live
  - Email alumni + donor list
  - Post on STHM social channels
  - Update STHM website calendar
- Ticket Sales On-Sale



- Push sponsor asks and finalize commitments
- Confirm casino equipment vendor and number of tables
- Continue gathering auction items
- Confirm photographer/video coverage
- Begin volunteer recruitment plan

### **2–3 Months Out (Aug–Sept 2026) — Execution Logistics**

- Confirm event floor plan and flow
- Order signage and branded materials (banners, table signs, chip vouchers)
- Design silent auction display layout
- Final catering selections finalized
- AV and lighting confirmed
- Confirm guest list tracking + registration staffing
- Assign volunteer roles (check-in, gaming floor support, auction desk)

### **1 Month Out (Oct 2026) — Final Marketing Push**

- Send targeted reminders to alumni and VIP invite list
- Social countdown campaign begins
- Confirm delivery schedule with vendors
- Finalize run-of-show schedule
- Print programs, signage, bid sheets
- Final sponsor recognition list + placements
- Confirm prize structure for chip winners

### **Event Week (Nov 6–11, 2026) — Move-In Prep + Final Checks**

- Confirm auction item arrival and packaging
- Prepare chip purchase system (cash/card terminals)
- Print attendee check-in lists and badges (if using)
- Walkthrough venue with staff and volunteers
- Final event team briefing
- Send event-day email reminders to attendees with parking, attire, and schedule



## **Event Day (Nov 12, 2026) — Execution**

### **Move-In / Setup**

- **10:00 AM** – Vendor load-in begins (casino tables, AV, décor)
- **11:00 AM** – Set up registration area and welcome signage
- **12:00 PM** – Silent auction tables arranged + prize displays set
- **1:00 PM** – AV, lighting, microphones, and music playlist testing
- **2:00 PM** – Final décor placement and casino layout check
- **3:30 PM** – Volunteer check-in, briefings, and role assignments
- **4:30 PM** – Setup complete; venue transitions to event-ready mode

### **Event Execution**

- **7:00 PM** – Doors open; welcome cocktails served
- **7:15 PM** – Casino floor opens for play
- **7:30 PM** – Silent auction officially opens
- **8:30 PM** – Sponsor acknowledgements + short program remarks
- **10:30 PM** – Final chip count + prize awards
- **10:45 PM** – Silent auction closes; checkout begins
- **11:00 PM** – Event concludes

### **Move-Out**

- **11:00 PM** – Auction item pickup processing begins
- **11:15 PM** – Vendor breakdown and equipment load-out
- **12:45 AM** – Final venue sweep, lost & found check, venue walkthrough
- **1:00 AM** – Move-out completed

## **1–2 Days After Event (Nov 13–14, 2026) — Immediate Follow-Up**

- Reconcile revenue: ticket sales, chip purchases, auction results
- Send thank-you email to attendees, sponsors, and volunteers
- Collect social media photos to publish and share

## **1–2 Weeks After Event (Late Nov 2026) — Post-Event Reporting**

- Send handwritten thank-you letters to major sponsors and auction donors



- Post recap + photos on school platforms
- Evaluate event performance vs fundraising goals
- Conduct internal debrief meeting:
  - What worked well
  - What should change for next year

### **Logo:**

*Color palette:* Inspired by Temple's cherry and white and casino-inspired accents.

*Font:* Bold geometric sans-serif style.

*Style:* Fun and energetic.

*Format:* Combination of image and event name.



### **Brand Identity/Style Guide:**

- Confident, welcoming, and spirited. Balance of fun and excitement and sophistication while reinforcing community and philanthropy.
- Cherry and white as primary colors, with gold and black accented for premium casino feel.
- Social media graphics, posters/flyers, highlights of auction prizes, VIP ticket perks, and sneak peeks of casino games to generate excitement.

### **Event Voice:**

Confident, welcoming, and spirited. All In for STHM speaks with the energy of a casino night and the heart of a community fundraiser. It reflects STHM's passion for hospitality, connection, and giving back – with a playful touch of sophistication.

### **Budget Philosophy:**

- Generate revenue while maximizing scholarship impact
- Projected Revenue: \$108,100



- Projected Expenses: \$77843
- Net profit: \$30250

### Target Audience:

- STHM alumni, donors, parents, faculty, and industry partners.
- Guests who value education, community, and premium experiences.

### Sponsorship Opportunities:

- Royal Flush Partner – Presenting Sponsor – **1 Available** (\$10,000).
  - Event named “All In for STHM: Casino Night presented by [Sponsor Name].
  - Logo on all event materials (posters, social media, flyers signage).
  - Opportunity to speak at the event or help present prizes.
  - Company logo on casino tables and photo backdrop.
  - 6 VIP tickets + reserved seating.
  - Recognition in STHM social media posts and event videos.
- Full House Sponsor – Gold – **2 Available** (\$3,000).
  - Logo featured on all digital and printed marketing.
  - Shoutout on STHM social media.
  - Option to sponsor a casino table (your logo on table signage).
  - 4 VIP event tickets.
  - Recognition during the event announcements.
- Jackpot Sponsor – Silver – **3 Available** (\$1,200).
  - Logo on event signage and digital promotions.
  - Shoutout on STHM social media.
  - Option to sponsor an element (such as the photo booth or dessert table).
  - 2 VIP event tickets.
- Double Down Sponsor – Bronze – **Unlimited** (\$750).
  - Logo on event signage.
  - Mention in event program.
  - Recognition during closing remarks.

### Target Sponsors:

- Hotels: Hilton, Marriott, and Four Seasons.



- The event aligns directly with their focus on hospitality, service excellence, and talent development.
- Supporting this event allows them to invest in future industry professional, strengthen relationships with faculty and alumni, and increase brand visibility among the attendees who represent their core audiences (hospitality leaders, donors, parents, and industry partners).
- Events: All About Events, Roberts Event Group, and Garces Events.
  - This event directly showcases their core services of event production, décor, catering, and hospitality, allowing them to demonstrate their expertise to the attendees while aligning themselves with a philanthropic, high-visibility community event.
- Sports: Philadelphia Flyers and Reading Fightin Phils.
  - Supporting this event allows them to strengthen community ties, connect with students entering the sport industry, and reinforce their commitment to local education, hospitality, and fan engagement with gaining brand visibility among alumni, donors, and future professionals.
- Destination Marketing Organizations: Visit Philly and Valley Forge Tourism and Convention Board.
  - This event brings together industry partners, alumni, and hospitality leaders, an audience directly involved in driving regional travel, meetings, and tourism.
  - Supporting aligns them with future workforce talent, strengthens community ties, and positions their destinations in front of professionals who influence travel decisions and promote local visitor experiences.
- **Presenting Sponsor – Live! Casino & Hotel**
  - They value hospitality, experiences, and premium events.
  - Our event will give them a taste of the high-end, social atmosphere that Live! is known for.
  - This will be a chance for Live! to reach alumni, donors, and young professionals who could become future guests and loyal visitors.

### **Revenue Streams:**

- Ticket sales: General and VIP
- Sponsorship packages: Local/corporate partners
- Silent auction: Experiences, luxury items, sports tickets



- Extra casino chip purchases
- Additional donations