

# Logistics and Budget Plan

## She Is Beautiful: An Old Hollywood Evening for She Is Hope LA

### 1. Venue Details and Rental Needs

The proposed venue is the historic ballroom at the Los Angeles Athletic Club in downtown Los Angeles. The date is Monday, May 18, 2026, from 6 p.m. to 11 p.m. The ballroom already supports banquets, live music, and dancing, which aligns with the Old Hollywood concept and the 150 guest target. There is space for a red carpet arrival, portrait stations, a small stage for the band and remarks, dining tables, and a curated auction display near the main traffic flow.

Through an artist trade and sponsorship arrangement, the Los Angeles Athletic Club ballroom is effectively donated to She Is Hope LA. The only cash cost is a 1,500 package that includes room rental, dinner catering for approximately 150 guests, and one drink ticket per person. This reflects a heavily discounted nonprofit rate, since the market value of the ballroom and plated dinner service would normally be much higher. The package also includes standard banquet tables, chairs, basic linens, and access to in room service staff, which reduces the need for outside rentals. Limited in house AV support can cover simple microphone and music playback needs, with outside vendors brought in for enhanced lighting and sound design as needed.

This arrangement is realistic because the lead producer, Mirage Thrams of Just Like A Mirage PR, has long standing relationships with Los Angeles venues, artists, and vendors and has produced many live shows, festivals, and nonprofit events. The artist trade and sponsorship model builds on that existing track record instead of relying on speculative discounts or first time favors.

Indoor requirements: ballroom, lobby space for red carpet, and ancillary room or hallway area for check in and auction setup. If the venue offers an attached rooftop or lounge, that space can serve as a quieter overflow area, but the core programming remains indoors to avoid weather risk.

### 2. Timeline of Key Milestones

#### Nine months out (August 2025)

- Confirm concept and partnership structure between She Is Hope LA, Pixel Perfect Photography, and Just Like A Mirage PR.
- Place soft hold on the Los Angeles Athletic Club ballroom for May 18, 2026.
- Draft initial budget and fundraising targets.

## **Six months out (November 2025)**

- Sign venue agreement and finalize the 1,500 package that includes room, catering, and drink tickets.
- Confirm Pixel Perfect Photography as the lead photo vendor and lock in event coverage scope.
- Begin outreach to mother owned businesses for auction donations.
- Develop visual identity for She Is Beautiful, including logo lockup, color palette, and key imagery.

## **Four months out (January 2026)**

- Launch save the date to She Is Hope LA lists, past donors, and partners.
- Confirm jazz band, dancers, and interactive performers with contracts or letters of agreement.
- Secure security vendor and discuss headcount and positioning for crowd flow and auction protection.
- Begin early social media storytelling about featured mothers and mother entrepreneurs.

## **Two months out (March 2026)**

- Open ticket sales and sponsorship packages.
- Lock in decor direction and floral needs with a clear floor plan from the venue.
- Confirm accessibility services such as ASL interpretation or captioning, if needed.
- Schedule first walkthrough with venue and core team to map guest journey from curb to ballroom.

## **One month out (April 2026)**

- Close sponsorship sales and finalize seating chart framework.
- Confirm auction item list, descriptions, and starting bids.
- Approve shot list and run of show with Pixel Perfect Photography and video support.
- Hold second walkthrough to confirm AV, lighting cues, and emergency exits.

## **Event week (May 2026)**

- Finalize guest list, name badges, and registration lists.
- Confirm all vendor arrival times, load in, and load out plans in a single operations document.
- Conduct on site rehearsal or cue to cue with band, dancers, and key speakers.

## **Event day (May 18, 2026)**

- Morning to afternoon: load in decor, AV, and auction items; sound checks; photography test shots of room setups.
- 5 p.m.: volunteer call time and final briefing.
- 6 p.m.: guest arrival, red carpet portraits, and soft opening of auction.
- 7 p.m.: dinner service and brief program featuring She Is Hope LA and mother stories.
- 8:30 p.m. to 10:30 p.m.: dancing, interactive performers, auction close, and final fundraising push.
- 11 p.m.: event close and load out.

#### **Post event (within two weeks)**

- Send thank you emails with photo gallery highlights and donation links.
- Reconcile budget, capture actuals versus estimates, and log in kind contributions.
- Debrief with She Is Hope LA, Pixel Perfect Photography, and key vendors to document lessons learned.

### **3. Vendors and Staffing Needs**

#### **Core vendors**

- **Venue and catering:** Los Angeles Athletic Club, providing ballroom, plated dinner, one drink ticket per guest, tables, chairs, linens, and service staff through the 1,500 artist trade package.
- **Photography and video:** Pixel Perfect Photography as lead; at least one assistant shooter and a videographer to create a short highlight reel and social media ready clips. Some services are provided in kind as part of the artist trade.
- **Live jazz band:** Three to five piece ensemble for dinner and dancing, responsible for pre event sound check and coordination with the venue on volume and set times.
- **Dancers and interactive performers:** Three professional dancers and three actor hosts who teach short movement segments, invite guests to dance, and guide traffic organically between portraits, dinner, and the auction.
- **Decor and florals:** A decor vendor who can deliver an art deco inspired red carpet backdrop, step and repeat, simple yet elegant table florals, and clear signage that matches the She Is Beautiful visual identity.
- **Security:** Licensed security personnel to manage entry, monitor the auction area, and support safe crowd flow, especially at peak arrival and departure times.

#### **Staff and volunteers**

- **Event producer:** Mirage Thrams, Just Like A Mirage PR, overseeing creative direction, vendor management, and the run of show.

- **She Is Hope LA staff lead:** Executive or program director to handle mission storytelling, donor relationships, and on site decision making for the nonprofit.
- **Registration and check in team:** At least four trained volunteers or staff rotating across guest check in, ticket scanning, and name badge support.
- **Auction and donation team:** Two to three volunteers to answer questions, help guests place bids, and manage payment or pledge forms.
- **Floater volunteers:** Two to three people available to support wayfinding, accessibility needs, and last minute tasks.

Booking deadlines are tied to the timeline above, with contracts for venue, band, and photographers targeted no later than four to six months out to secure preferred pricing and availability.

## 4. Estimated Budget with Line Items

All numbers below are estimates for planning purposes, except the 1,500 venue and catering package, which reflects the current artist trade arrangement. Actual costs may adjust slightly once contracts are finalized.

### Estimated Budget

Line Item	Description	Estimated Cost (USD)
Venue, dinner, and one drink ticket	Los Angeles Athletic Club ballroom package for about 150 guests, secured at a nonprofit artist trade rate. Includes room rental, plated dinner, one drink ticket per guest, tables, chairs, linens, and in room service staff.	1,500
Dessert, coffee, and late night bites	Additional desserts, coffee service, and light late night snacks that fit the Old Hollywood theme.	500
Live jazz band	Three to five piece jazz ensemble for dinner and dancing, including basic sound needs.	3,500
Dancers and interactive performers	Three dancers and three interactive actors to guide flow, teach short dance moments, and keep energy up throughout the night.	3,000
Photo and video coverage	Pixel Perfect Photography lead shooter, assistant, and short highlight reel edit. Some services are provided in kind as part of the artist trade. This figure represents cash out of pocket.	2,000

Decor, florals, and signage	Art deco inspired backdrop, step and repeat, basic floral arrangements, table numbers, printed signage, and wayfinding pieces.	3,000
Security, valet coordination, and safety	Licensed security for doors and auction area, valet coordination support, basic first aid kits, and risk management supplies.	3,000
Staff stipends and volunteer expenses	Modest stipends for key coordinators, parking or transit support for volunteers, and hospitality for the on site team.	1,250

**Subtotal (before contingency): 17,750**

**Contingency fund (ten percent of subtotal): 1,775**

**Total estimated cash cost of event: 19,525**

Because the venue, dinner, and drink package is secured through artist trade and nonprofit sponsorship, the true market value of the event is higher than the cash budget shown here. Tracking the in kind value separately will support future grant reporting and sponsor recognition and will highlight how creative partnerships and long term relationships keep She Is Beautiful financially viable.

## 5. Accessibility and Risk Management Considerations

### Accessibility

- Confirm that the Los Angeles Athletic Club ballroom and all guest areas used for the event are ADA compliant, including ramp or elevator access, accessible restrooms, and clear paths between tables.
- Ensure at least a portion of seating is reserved for guests who need easier access to exits or restrooms, including single mothers attending with children.
- Provide clear written directions to parking, elevators, and the ballroom in pre event emails and on signage at the event.
- Offer ASL interpretation or live captioning if requested, especially during short program segments, and make microphones available for any guest who speaks from the floor.

### Risk management and safety

- Review the venue's emergency plans, including fire exits, shelter in place procedures, and contact points for building security.

- Place simple, visible signage for exits and restrooms, and brief volunteers on how to support guests in the event of an emergency.
- Maintain a staffed check in table near the entrance for both hospitality and accountability, so the team has a clear sense of who is in the room.
- Keep walkways clear from tripping hazards, particularly near the dance floor, auction displays, and red carpet portrait areas.
- If any portion of the event extends outdoors, identify an inclement weather backup area inside the club and confirm that staff can shift programming quickly.

## 6. Site Layout and Room Arrangement

The layout is designed so the guest experience feels like walking into a movie premiere and then settling into an elegant dinner and dance.

- **Entry and registration:** Check in table near the ballroom entrance, with clear signage from the elevator or main corridor. Staff greet guests, provide drink tickets, and direct them to the red carpet.
- **Red carpet and portrait area:** Immediately inside the entrance, a step and repeat backdrop with She Is Hope LA and Pixel Perfect branding, flanked by soft lighting. Pixel Perfect photographers capture posed and candid portraits as guests arrive.
- **Ballroom seating:** Round tables for eight to ten guests, arranged so all can see the small stage without obstruction. A few tables near exits are reserved for guests who need easier access or anticipate early departure.
- **Stage and band area:** Small raised stage along one wall for the jazz band and short speaking segments, with enough open space in front to serve as a dance floor once dinner service is complete.
- **Auction and storytelling displays:** One corner or side of the room designated for auction items, with clear labels that highlight the mother owned businesses behind each item. Visual storytelling panels or small frames can share brief profiles of She Is Hope LA mothers whose journeys reflect the mission.
- **Quiet lounge zone:** A nearby side room or section of the ballroom with softer lighting and fewer speakers, where guests can talk, step away from the music, or network with She Is Hope LA staff and mother entrepreneurs.
- **Flow and exits:** Volunteers and interactive performers help guide guests from entry to portraits, then to the dining area, then to the auction and dance floor. All major exits remain visible and unobstructed throughout the night.

This layout supports the Old Hollywood theme while keeping safety, accessibility, and photographic opportunities at the center. Pixel Perfect Photography can capture everything from red carpet arrivals to intimate table moments, which will feed future PR and marketing

campaigns for both She Is Hope LA and Pixel Perfect

This is a partnership between She Is Hope LA and Pixel Perfect Photography.