

#	SUGGESTED FLYER ORGANIZATION AND CONTENT
1	<p>EVENT TITLE: Include keywords such as CO-ED, Men's Only, Dinner, Luncheon, Breakfast, Golf Event, Theater Event, Special Event, etc. Maybe use something catchy like "Marco Men's Club presents <your event name>". Make it POP! Sell it.</p>
3	<p>IMAGE Use GOOGLE to search for free clip art to dress up your flyer. Try going to the venue, or for theater and sporting events search for the event itself to find images to advertise your flyer. Be creative.</p>
4	<p>EVENT DATE: Day of the week & full date. Example: Thursday, August 1, 2019. Verify that August 1st is on a Thursday! Is the year correct, especially if you copied last years flyer!</p>
5	<p>VENUE: Specify where the event is to be held. Provide the complete address and directions as needed.</p>
6	<p>START TIME: Specify AM or PM. When is breakfast, lunch or dinner served? Is there a cocktail hour or maybe a Happy Hour with reduced prices before Dinner? For Theater and Sporting Events state the "start" time. Make it clear when guests are expected to arrive. "The Play starts at 7PM. Be sure to arrive no later than 6:45PM" for example.</p>
7	<p>EVENT PRICE: How much is the event per person? (NOT per couple)</p>
8	<p>DETAILED DESCRIPTION OF THE EVENT: This part is the "Sales Pitch" to get members to signup for the event. Explain what the Event is about. Does it include entertainmnet? Will there be Door Prizes? Is there a maxium capacity? Is there a dress code"? Can tables be reserved? Will there be valet parking. If so, how much is it? Is this event "members only"? Anything at the event that the member is surprised about will likely be a negative. "What's going on? You never told me I could reserve a table!" For Theater and Sporting Events google the event itself to find a story about the event that you can copy and paste into your flyer. Include anything else about the event you need to say to attendees.</p>
9	<p>GUEST PRICE: What is the guest price per person? (if applicable) Are there any other guest restrictions, like "must be sponsored by a member" or "reservation for guests will be held to a paticular date"?</p>
10	<p>WHAT'S INCLUDED? Examples: Coffee, tea, soft drinks, iced tea, water? State whether tax & gratuities are included.</p>
11	<p>ADULT BEVERAGES: Are they avaialbe? Cash Bar? Any specials like \$2 beers? Are tax and gratuities included in the drink price? This is also a good time to mention Happy Hour if applicable. "Arrive before 6PM to take advantage of Happy Hour Prices" for example.</p>
12	<p>MEALS: Is the meal "plated" or served as a buffet? If there are choices describe them in an appetizing way with as much detail as you need. Unacceptable is "Steak, Chicken & Fish". You are in charge of the menu. Make it sound interesting. Are all choices the same price? Are there appetizers? What about people with food restrictions?</p>
13	<p>HOST INFORMATION: Include the Hosts full name & phone number. Is there a co-host? Provide a Deadline (cut-off) date for reservations.</p>
14	<p>RESERVATION SECTION AT THE BOTTOM (TO BE CUT OFF AND MAILED TO THE HOST WITH MEMBERS CHECK): 1) Repeat the name of the event so the Host knows what this check if for. 2) Repeat the Event Date and the Deadline (Cutoff) Date to avoid any confusion. 3) Say "Make check payable to MARCO MEN'S CLUB" 4) Provide the Host's Name and compete mailing address with ZIP 5) Provide a line for Member & Guests names. Encourage them to use the Name they want on the Name tag! 6) Provide a line for member contact information: Phone Number and Email address 7) Provide check boxes for meal selections as required. 8) Provide a summary line for "Number attending X the price per person = Total Amount enclosed". 9) If it's possible to provide custom seating arrangements (i.e. tables) explain the process. How many to a table , for example? How will the host know who is at a table. Is there a "Table Captain" as they do on a Cruise ship?</p> <p>Leave nothing to Chance, or Chance wins!</p>