

AMANDA ADAMS

GREG JOHNSON

ALYN O'BRIEN

CHELSEY LAVERE

ZACH WOELFEL

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BACKGROUND

Ithaca College Senior Week is the collection of events held at Ithaca College during the week between the last day of final exams and Ithaca College's annual commencement ceremony. These seven events, held over the course of four days are planned by a dedicated committee of six students- three representatives from the junior class known as the junior co-chairs (JCC's), and three representatives from the senior class known as the senior co-chairs (SCC's). Junior co-chairs rise to the senior co-chair position during their senior year and then hold interviews to fill the junior co-chair seats for the new cycle. The committee works with a combination of funds allocated from Ithaca College's Student Government Association and funds from their pass sales, which equals over \$100,000.

Every Senior Week holds balance of traditional yet innovative events that allows each generation of co-chairs to make their Senior Week their own.

The events held for Senior Week 2014 were:

- A Kickoff Concert featuring Super Mash Bros, a popular electronic mash-up group.
 - Drinks on the Lake, a cocktail hour held at a local venue.
 - Senior Splash, a barbecue lunch leading up to the traditional jump into Ithaca College's iconic fountains.
 - A Night on the Commons, an evening where a street on the Ithaca Commons are shut down to provide the seniors with food and drink tasting.
 - Senior Formal, a formal dance.
 - Wine Tours, two separate days where seniors have the opportunity to tour wineries around Seneca or Cayuga Lake.
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COMMUNICATION TIMELINE



August 26- JCC Applications Open

September 6- JCC Applications Close

September 10- JCC Interviews begin

September 12- JCC Interviews end

September 18- JCC's Selected

March 24- Marketing Material released

April 7- Pass Sales open to Senior Cabinet Members

April 8- Pass Sales open to Senior Card Holders

April 9- Pass Sales open to all Seniors

April 11- Pass Sales close

April 14- Volunteer Applications Open

April 21- Volunteer Applications Close

May 7- Pass Distribution

May 8- Pass Distribution



MARKETING

The marketing campaign for Senior Week utilizes a combination of social, print, and video materials. This is released two weeks before pass sales begin in order to give the students a long enough period of time to become aware of pass sales without the date being so far off that they forget about it by the time that date arrives. This date was also selected due to Ithaca College's pay schedule, which pays its student employees every two weeks, so that the first day of pass sales falls directly after the week student workers receive their pay.

MATERIALS (Provided):

- Announcement Video
 - Facebook & Twitter
 - Personal Website
 - Posters
 - Palm Cards
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MARKETING

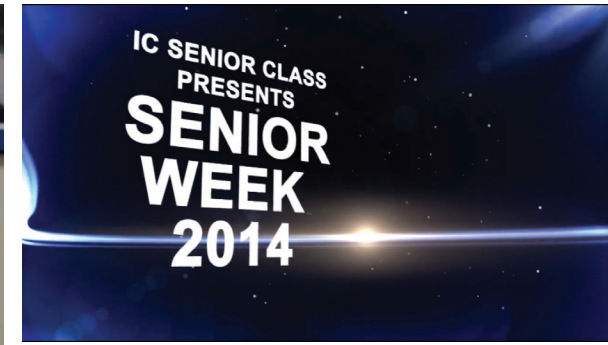


Announcement poster:
Printed 8.5" x 11"
Posted on bulletin board across campus



Announcement Video:

Interviews with prominent members of the Class of 2014 reminiscing about their time at Ithaca leads into the announcement of Senior Week 2014's events and Kickoff Artist.
Posted on social media



Palm Card:

Printed 3" x 5"
Distributed at Graduation Fair and Pass Distribution

| | |
|--|--|
| MONDAY, MAY 12TH KICKOFF CONCERT FT. SUPER MASH BROS. 9PM-12AM | TUESDAY, MAY 13TH DRINKS ON THE LAKE, 8-11PM WINE TOURS |
| WEDNESDAY, MAY 14TH SENIOR SPLASH, 12-3PM NIGHT ON THE COMMONS, 8-10PM | THURSDAY, MAY 15TH SENIOR CLASS FORMAL, 9PM-1AM WINE TOURS |
| SATURDAY, MAY 17TH COMMENCEMENT EVE CONCERT AND FIREWORKS, 8:30PM | PASSES ON SALE APRIL 7-11 ICSW14.COM ICSSENIORWEEK@GMAIL.COM |

MARKETING



Social Media Profile Picture



Website Home Page

| | | |
|---|--|--|
| MONDAY KICKOFF CONCERT FT. SUPER MASH BROS 9PM - 12AM | | WEDNESDAY SENIOR SPLASH 12PM - 3PM NIGHT ON THE COMMONS 7PM - 9PM |
| TUESDAY WINE TOURS DRINKS ON THE LAKE 8PM - 11PM | SATURDAY COMMENCEMENT EVE CONCERT & FIREWORKS 8:30PM | THURSDAY WINE TOURS SENIOR FORMAL 9PM - 1AM |

Twitter Banner

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | SATURDAY |
|---|--|--|--|--|
| KICKOFF CONCERT FT. SUPER MASH BROS 9PM - 12 AM | WINE TOURS DRINKS ON THE LAKE 8PM - 11PM | SENIOR SPLASH 12PM - 3PM NIGHT ON THE COMMONS 8PM - 10PM | WINE TOURS SENIOR FORMAL 9PM - 1AM | COMMENCEMENT EVE CONCERT & FIREWORKS 8:30PM |
| BUY YOUR PASSES APRIL 7 - 11 | | | | |

Facebook Cover Photo

KICKOFF CONCERT

Event Description: Kickoff your last week as a senior with the DJ duo Super Mash Bros and a dance party you will never forget. You'll want to come ready to dance, wearing white for a highlighter party while we fill Emerson Suites with a state-of-the-art light show. There will be a cash bar and light snacks at the event, so plan accordingly. Transportation to and from the event will be provided. Be sure to start your Senior Week off right with a night you don't want to miss!

Schedule:

- 1:00pm: Set up venue (stage, floor, cocktail tables, etc.)
- 7:00pm: Headliner arrives for sound check
- 7:30pm: Volunteer meeting/Public Safety briefing
- 9:00pm: Opener begins playing
- 10:15pm: Headliner begins playing
- 12:00am: Event end, clean up, rental inventory check
- 3:00am: Clean up finished

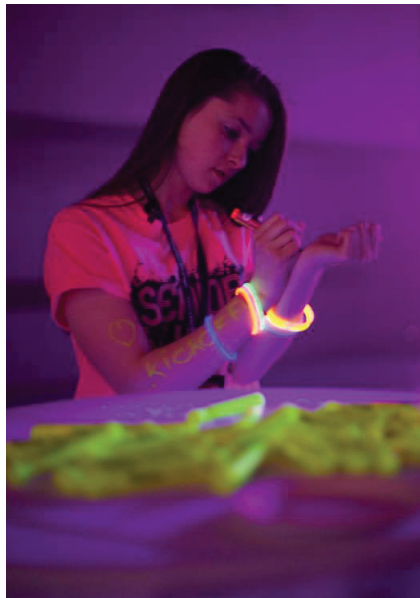
Budget:

Entertainment: \$11,000
Food: \$2,750
Decorations: \$500
A/V Rental: \$6,500
Transportation: \$2,750
Labor: \$1,900

TOTAL: \$25,400



KICKOFF CONCERT



DRINKS ON THE LAKE

Event Description: Join your classmates for a night of Drinks on the Lake. Lakewatch Inn is the perfect venue for a classy night of cocktails and hors d'oeuvres for you and all your friends. Enjoy a cash bar and scrumptious desserts while enjoying the musical talents of Virgil Cain. So take the night to dress up and enjoy the evening with your friends and fellow classmates over Cayuga Lake.

Schedule:

6:00pm: Arrive at Lakewatch Inn for set up
7:00pm: Entertainment arrives
8:00pm: Buses begin
11:00pm: Event ends
11:30pm: Last bus is loaded

Budget:

Entertainment: \$900
Venue/Food: \$4,000
Transportation: \$3,400

TOTAL: \$8,300



DRINKS ON THE LAKE



SENIOR SPLASH

Event Description: Join us for a day of fun and games on the Fitness Center Quad followed by the most rewarding fountain jump you'll ever earn! Enjoy a summertime BBQ with inflatables, yard games, and much more, all while the live music fills the quad. Be sure to wear your Senior Week t-shirts for when you finally take the plunge into the fountains. Get ready for an afternoon of food, fun, and traditions with your class!

Schedule:

9:00am: Begin setting up quad for splash
inflatables load in, band set up
12:00pm: Barbecue lunch begins
2:00pm: Lead to fountains
2:30pm : Jump
3:30pm: Leave fountains

Budget:

Food: \$12,825
Musical Entertainment: \$200
Inflatables: \$1,450
Labor: \$775

TOTAL: \$15,250



SENIOR SPLASH



NIGHT ON THE COMMONS

Event Description: Dry off from Splash and head downtown because for one night only—the commons are being taken over by the Class of 2014! Join us downtown in the Ithaca Commons for an evening of great food, great drinks, and great friends! Local vendors will be providing food and drinks for everyone to try- including beer and wine tastings! We'll also have a jazz band performing for your pleasure, and a variety of other activities and entertainment throughout the evening. So, head down to the Commons and enjoy an outdoor party with all your friends!

Schedule:

- 4:00pm: Arrive downtown to begin set up
tents, tables, food, etc.
- 7:00pm: Event begins
- 9:00pm: Event ends
- 9:30pm: Finish breakdown

Budget:

Permits/Vendors/
Performers: \$15,000

TOTAL: \$15,000





SENIOR FORMAL

Event Description: Get dressed up to the nines and prepare to dance the night away, as it is time for the Senior Class Formal! Join us in Emerson Suites for shimmering lights, upbeat music, and an elegant atmosphere. Bus transportation will be provided, and the event will have a cash bar and hors d'oeuvres. Be sure not to miss this amazing night of great music, dancing and friends.

Schedule:

10:15am: Begin decorations for formal
6:30pm: Finish decorating
8:00pm: Volunteer meeting
9:00pm: Event begins
1:00am: Event ends
3:00am: Clean up finished

Budget:

Entertainment: \$1,400
Transportation: \$3,200
Labor: \$3,400
Food: \$4,000
Decorations: \$3,600

TOTAL: \$15,600



SENIOR FORMAL



WINE TOURS

Event Description: Cross this one off your bucket list, it's time to head out on a Finger Lakes wine tour! For an additional low cost, you have the opportunity to hop on the bus for a wine tour of Seneca or Cayuga Lake. Spots are limited, so coordinate with your friends which tour you would like to go on and buy your Senior Week pass early!

Schedule:

8:45am: Arrive for Wine Tour
9:30am: Beign loading buses
9:45am: Buses depart
4:00pm: Buses return

Budget:

Transportation (Two days): \$20,000

TOTAL: \$20,000



ADDITIONAL COSTS

T-Shirts: \$3,800
Color changing cups: \$450
Custom bottle openers: \$600
Sunglasses: \$900
Admission wristbands: \$250

Total: \$6000

