

The Big Bash...

This Time It's Your Turn

■ *Special to the Marin!*
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You have decided it's time to throw a party and you aren't looking to host a casual gathering you want to host an event.

An event that leaves your guests impressed and amazed and makes you proud. Is this possible? Yes, it is because Sanford Marshall, President and CEO of SanMan Productions is here to share with you some tips and insights to help you systematically coordinate your dream event. Planning a big event has many of the same basic elements of a small gathering, which means it's not as hard as you think. You will need to organize your thoughts, create a plan of attack and do your research to identify your vendors. Before you know it your event will be created right before your eyes.

Theme

First off you will need to identify your theme. This decision will serve as your inspiration for hosting this grand affair, so choose a theme that you get excited about. This will motivate you to go the extra mile to ensure your guests have a great time.

Budget

Once you've identified your theme, the next question is what is the budget? Yes, the question that must be answered because your budget is your guideline. It will be your compass and help you not only make decisions, but most of all prioritize how and where to spend your money.

Below is a general rule of thumb as to where the money generally goes when planning an event. These are the elements that will help you chart your course.

Reception	50%
Lighting	10%
Photography.....	10%
Flowers	10%
Music.....	10%
Stationary	4%
Misc.....	6%



ABOVE:
Pick your venue with care to match the theme of your holiday party.
Photo courtesy of SanMan Productions.

Venue

When selecting your venue choose a space that connects to your vision and supports your theme. One other thing to keep in mind regarding your venue selection is that most venues have site fees. These fees may vary based upon the day of the week. So if you are watching your budget you may be able to save money by choosing to host your event on a weekday or a Sunday.

Food & Beverages

What your guests eat and drink is crucial to their experience. Spend time thinking about the food and beverages you love and those memorable food moments you've had at past parties, also think about how you would like the food to be served. If you bring a food vision to the conversation this will help you create a great menu with the caterer you choose.

Entertainment and Decor

Entertainment and Decor are the key to transforming the venue. Based upon budget, it's best to contact a rental company and get a quote.