

Boca Chamber Festival Days (BCFD)

Project Plan

Event Overview: First time participating in Greater Boca Raton Chamber of Commerce' Annual Boca Chamber Festival Days (BCFD). In partnership with Lang Realty, ACCF will host:

Build Your Own Charcuterie Board

Wednesday, August 24, 7:00 p.m.

Farmer's Table at The Wyndham Boca Raton

Ticket Price: \$75.00

The Executive Chef, Bruce Feingold, will demonstrate what pairs best, and how to make the board incredible. Groups of two or more/table. Ticket price is \$75, which will include: beers or wine, light bites, an ACCF-branded apron, and take-home boxes for board contents.

Goals & Objectives: To strengthen the partnership between ACCF and Lang Realty; to increase visibility of all three organizations: ACCF, Lang Realty, and Farmer's Table.

Campaign Marketing Outreach:

- Press release & post release
- ACCF & Boca Chamber Social media
 - We have sent information out to both Lang Realty and Farmer's Table to share on their social media.
- Boca Chamber
- Our Flyer at the Boca Chamber Breakfast
- Constant Contact

Event Notes & Dates:

- **June 6: completed** BCFD form and entry fee must be submitted to Boca Chamber

- **June 29th:** Blurb about event in ACCF newsletter; give Buzz the go-ahead for press release sent to be disseminated

- **June 6th:completed** Ticket sales live on ACCF website; promote on FB & Instagram (continue weekly until event); post/share when Boca Chamber posts/promotes
- **August 24th** Live event @ Farmer's Table!!