

WGU IMPACT DAY

Student Mixer in
ATLANTA, GEORGIA
On April 27, 2022

Hosted By: WGU SPM Southeast Region



EVENT TITLE

WGU IMPACT DAY

Target Group(s)

Alums, current and prospective students and partners within the Georgia (Metro Atlanta) Area for all college verticals.

Estimating 75-125 participants

Event Date(s)

April 27, 2022

Venue

Option 1: Hobnob –Atlantic Station

Option 2: Georgia Aquarium

ROI:

2-5% Increase in Georgia applications, community involvement, and brand awareness.

EVALUATION:

Collect feed back through surveys after the event. Review and compare collected surveys with application to determine impact and ROI and improvements, and expectations from attendees.

PURPOSE The purpose of IMPACT DAY is to bring brand recognition to the Georgia (Metro Atlanta) alums, current students, potential students, and partners. As well as,

1. Achieves Together: Involving all Alumni Affairs, SE SPMs, local Mentors, Course Instructors, and others from WGU to market and begin application process for prospective students and inform potential partners.
2. Impact the Atlanta community outreach and involvement.
3. Continual partnerships with HACEMOS through their community service outreach efforts.
4. Marketing/ branding to bring awareness to WGU programs and Competency Base Learning.
5. Attract potential partners.

COMMUNITY OUTREACH HACEMOS's members engage in supplying toiletries to the homeless in the "Tent City" area of Metro Atlanta. As a part of WGU's IMPACT Day we will ask each participating guest to bring toiletries to the event. WGU would provide WGU Branded socks, ink pens and post cards. The collected items will be donated to HACEMOS for the items needed for Tent City project. The postcards would be used for recipients to connect with family and friends.

TARGETED ATTENDEES/ PARTICIPANTS Alums and current students are encouraged to bring 1-2 guests (18 yo/ older), who are interested in hearing more about; if not applying to WGU. HACEMOS members will have a certain number of attendee spaces available and additional invitations will be sent to prospective partners with a specified number of guests to bring. The prospective partners will be determined through the number of employees' alum/ current students have reported they are employed through and current official (unofficial) partnerships. *City dignitaries and Metro Atlanta Staff and SPM leadership/ staff members.

SCOPE OF WORK

INVITATIONS: Digital invitations using current alum and student database for Georgia residents. Reservation link through a created landing page (or other digital platform) will be used for tracking and managing registration.

ADVERTISING: Use social media (WGU-FB and LinkedIn) and the marketing team to send out invite/ email blasts. As well as, have Program Manager, Mentors and Course Instructors advertise to their Georgia students, and written communication (email or hard letter) and phone calls to our Georgia Partners and Prospects.

COLLATERAL NEEDS:

- WGU Masks, Socks, and Post Card
- Blue or Black pens
- WGU Plastic or Tote Bags
- Printed Signage (2-4 Banners that would allow students to scan barcode to access WGU Application from mobile devices)
- Door Prizes (2-3)
- Potential 1500 Scholarship for new, continuing, or returning students

IMPACT DAY Option 1

ESTIMATED TOTAL: \$15,000

BASED ON MINIMUM SPEND \$10,792.00

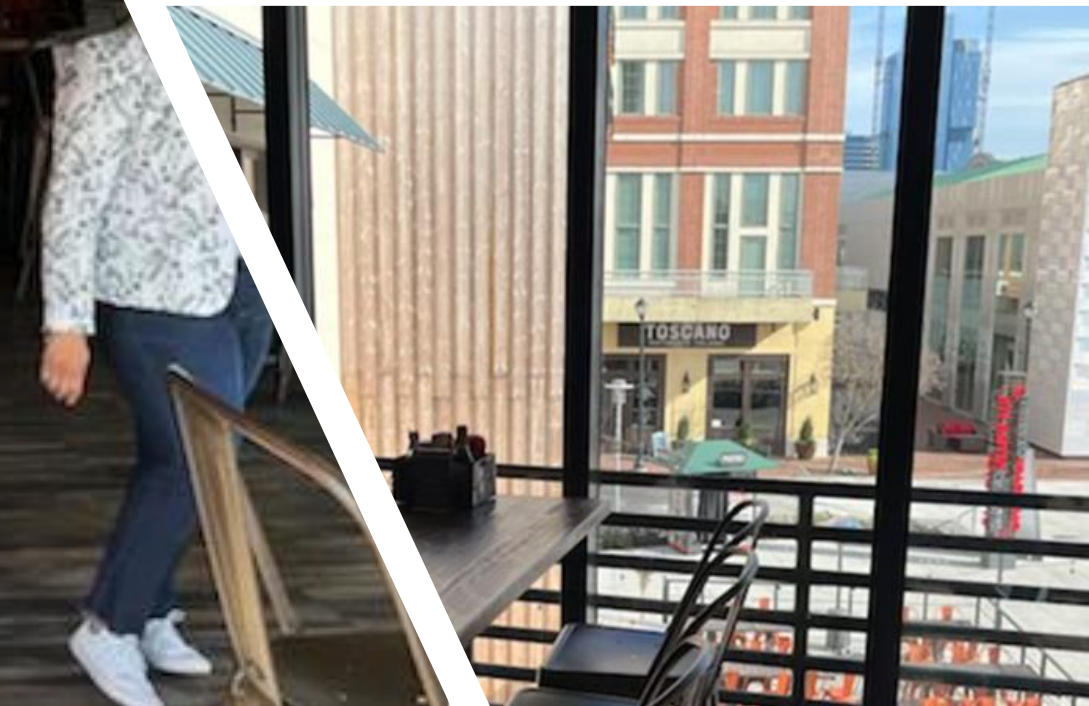
**Does not include local tax, 20% Service charge and 4% Admin Fee... Jumbotron rental*

Hobnob Neighborhood Tavern- Atlantic Station
245 18th Street
Atlanta, GA 30363

Currently Available for April 27, 2022

Private Cocktail Reception/ Full Upstairs Buyout

- Closed to the public all evening
- The above minimum does not include local sales tax, 20% service charge, and 4% admin fee, all of which may be estimated above and will be added to the total on-site.
- Final menu selections and a guaranteed guest count are due three (3) days prior to the event; the guest count may not decrease after this date.
- HOBNOB Neighborhood Tavern will make every effort to accommodate food allergies, however, there is a possibility of cross-contact within the restaurant. Food served in a
- Cocktail buffet format may not be taken as to-go items due to food safety policies.
- Cancellation Policy: A cancellation fee equal to 50% of the food and beverage minimum or total based on the guaranteed guest count will be charged if the event is canceled after April 1, 2022. If the cancellation occurs after April 11, 2022, a 100% cancellation fee will apply.
- Connection to 1 television via USB drive or HDMI cable is possible
- Please note that the upstairs level of HOBNOB at Atlantic Station is accessible via staircase only. Any requests regarding an alternate event space on the ground floor must
- Hot food may be served for a maximum of 4 hours for health and safety reasons.



IMPACT DAY Option 2

ESTIMATED TOTAL: \$18,000

BASED ON MINIMUM SPEND \$12,296.25

**Does not include local tax, Service charge and Admin Fee... Parking*

Georgia Aquarium- Downtown Atlanta
Georgia Aquarium
225 Baker St NW, Atlanta, GA 30313

Availability limited; current available April 28 and May 18

Atlantic Room - \$2450 evening rental w/ \$8500 minimum spend on food and beverage through Wolfgang Puck Catering.

The Atlantic Room provides a unique setting for special events and access to a shared viewing window into the Ocean Voyager habitat. This room has easy access to the Upper Antarctic Pre-function space for a registration table or a bar set up.

Atlantic Room does not have a private aquatic view inside the ballroom itself, but it is directly attached to our Ocean Voyager Habitat, which is the largest aquatic habitat in the Western Hemisphere. You can also add aquarium admission to your package for a rate of \$17.95pp for access from 4pm-close (9pm) or all-day admission for \$23.95pp Atlantic Room 200 Reception 150 Seated



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