

Coming of Age Events
By Ginia Lucas, MWV
Therese Cole-Hubbs

Coming of Age Events
Types of events and their traditions
Themes
Marketing and Relationships

Types of Events

- Bar and Bat Mitzvahs
- Quinceañeras
- Proms and School events
- Debutante balls

Mitzvah Dictionary

- Bar, Bat, and B'nai Mitzvah
 - Son, daughter or twins of the commandment
- Challah or hallah- braided loaf of egg bread
- Shabbat- sabbath
- Tallit – prayer shawl
- Yarmulke-Skull cap
- Tzedakeh- charitable giving
- Motzi-Challah blessing by Rabbi

Mitzvahs

Mitzvah ceremony

- Religious Traditions
- First Aliyah 'going up'
- Luncheon

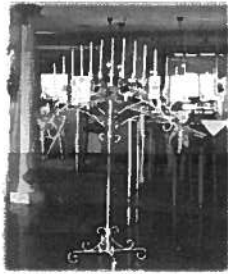


Bat Mitzvah



Mitzvah Traditions

- Reception
- Candlelighting
 - 13 + 1 for good luck



Candle lightings



- Candle lightings can be themed with the rest of the event
- Speeches are given by each person lighting a candle
- Other options

Candle lightings



Mitzvah Traditions



- Reception
- Motzi -Blessing of the challah
- Challah- braided egg bread
- Have one for the blessing ceremony and additional precut in baskets so that everyone can have a piece

Mitzvah Reception

- Children's table/menu
 - Setup as a head table
 - Generally a less expensive option with 'kid' friendly foods
- Mitzvah gifts
 - Monetary gifts in multiples of 18 (chai) Hebrew word for 'life'
- Hora- Circle Dance hoisting the teen up on chairs
 - Recommend a large dance floor and Mitzvah friendly DJ

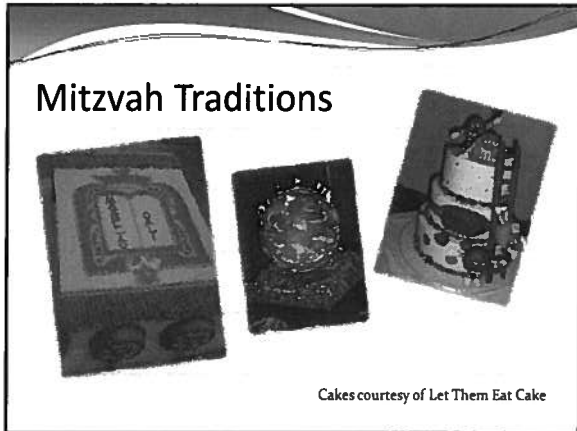
Mitzvah Entertainment

- Photo booths
- Greenscreen
- Flipbooks
- Dancing
- Caricature artists
- Candy stations
- Mechanical Bull
- Souvenir Buttons

Mitzvah Candy Tables











Mitzvah Itineraries

Consider

- Dinner service for adults and children guests
- Entertaining both sets of age groups
- Music for all

Mitzvah Floor Planning

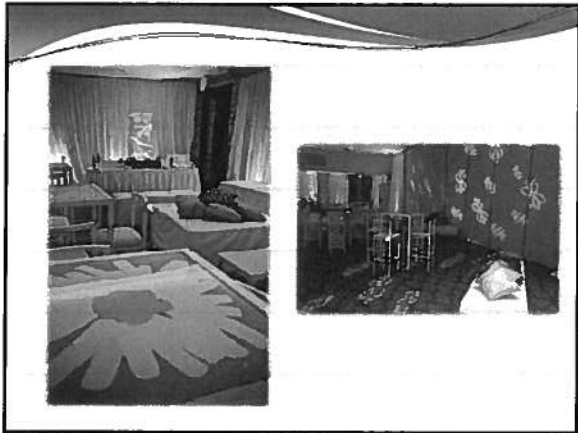
- Kids area separated from adults
- Kids lounge
- Buffets for kids
- Entertainment space
- Dance floor size
- Protect exits









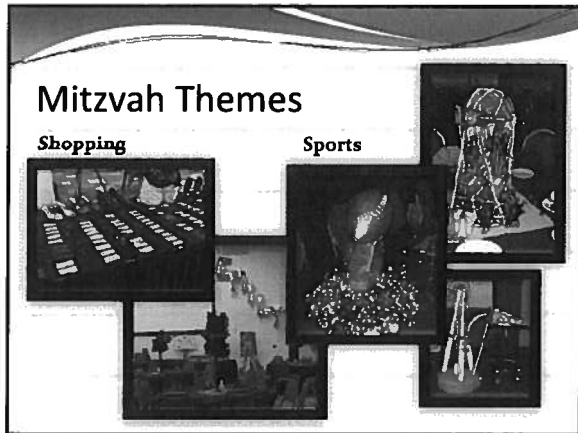


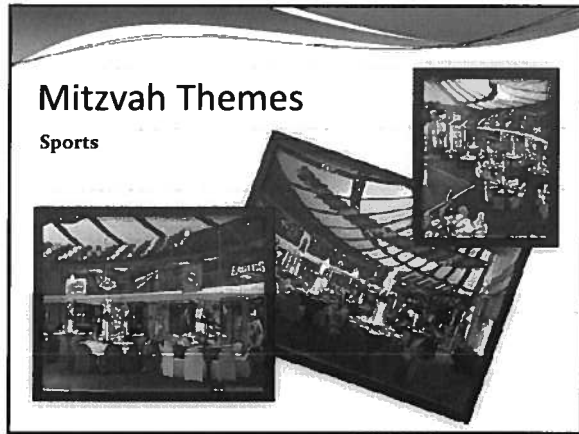


Mitzvah Themes

- Personal Hobby Themes
 - Sports
 - Shopping
 - Reading
 - Music
 - Technology/Gaming
 - Dance









Mitzvah Themes

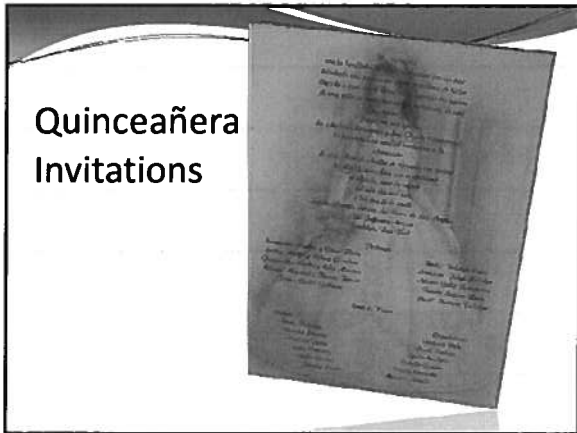
- Tzedakah themes (based on charitable contribution or civic volunteerism)
 - Canned Food Drive
 - Wrapped cans for balloon weights
 - Create a can sculpture contest
 - Book Drive
 - Stacked books as centerpieces with fake scrolls
 - Jumbo open book with pictures as the sign in board
 - Toys for tots
 - Centerpieces with reusable toys
 - Oversized gameboards as backdrops and photo ops

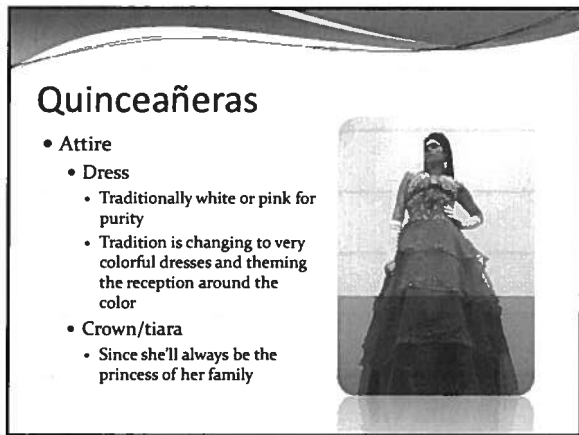
Quinceañeras

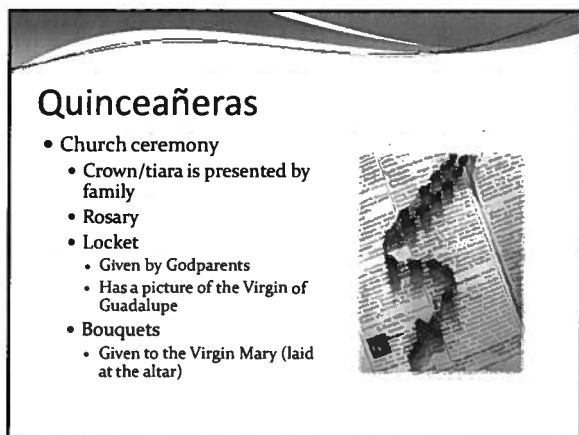
And Sweet Sixteen Events

Quinceañera Dictionary

- Cake- Pastel
- Tiara- Corona
- Corte de Honor- Court of Honor
 - Chambelanes- Escorts
 - Damas- Maids
- Sponsors-
 - Padrinos- Godfathers
 - Madrinan- Godmothers







Quinceañera Reception

- Grand entrance
- Head table for 16
 - Chambelain de honor (escort)
 - 14 Chambelains
- Shoe ceremony
 - Father gives his daughter her 'first' pair of high heels to signify that she is now an adult
 - Sometimes she is presented with her last doll.
- First waltz

Quinceañera Cake



Cakes courtesy of Let Them Eat Cake

Quinceañera advice

- Sponsors
 - Each sponsor pays for a portion of the event
- Dinner vs Dance Attendees
 - Number of attendees
- Security issues
- Alcohol
- Favors and centerpieces

Quinceañera Itineraries

Items to consider when planning the itinerary

- How to complete dinner service before dance guests arrive.
- How will the court enter
- Will there be any entertainment
- How to keep the event looking like a birthday party and not a wedding.
- Cake cutting and service of cake

Quinceañera Floor Planning

- Security posts / door / parking lots / bathrooms
- Large Dance Floor
- Dinner areas – table settings?
- Buffets or plated dinner?
- Seating for all expected guests
- Placement of the head table

Quince Themes

- More color schemes than themes
- Roses or specific flowers
- Fairytales; carriages, castles, princesses
 - Glass slipper favors
- Generally lots of fluff



Cinderella Theme



Dance Theme



Proms

PROMS

- It's all about the dress...
- Registration entrance
- Coat/bag check
- Grand Entrance for the court
- Crowning of the King and Queen



Prom Catering

- Food
 - Hors d'oeuvres station vs. Dinner
 - Chocolate fountains still popular
 - Popcorn bars
- Beverages
 - Water station
 - Recommend enclosed beverage containers vs. fountains

Prom Trends



- Lighting
- Trusses
- DJ/Master of Ceremonies
- The show is just as important as the music
- Large backdrops
- Several photo stations
- Photo booths and greenscreen

Prom Floor Planning

Consider

- Exits, bathrooms, parking lot issues
- In and out policies
- Parent pick up areas


Prom Themes

Prom Themes

- Themes usually have a romantic yet vague name
 - Midnight Masquerade
 - Paris by Moonlight
 - Night of the Golden Dragon
 - Black and White Tie Affaire
 - A Night at the Oscar's
 - be careful of copyright infringement
 - Romance Around the World
 - Casablanca

Prom Themes

- Watch for the big movies of the year: past examples
 - Phantom of the Opera
 - Titanic
 - Twilight
 - Robin Hood
 - Moulin Rouge



Prom Themes

- Paris

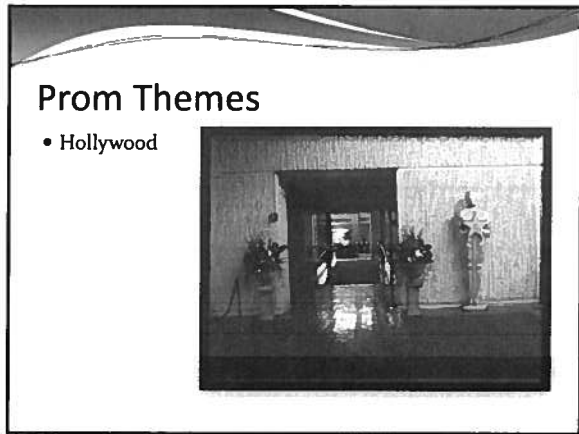


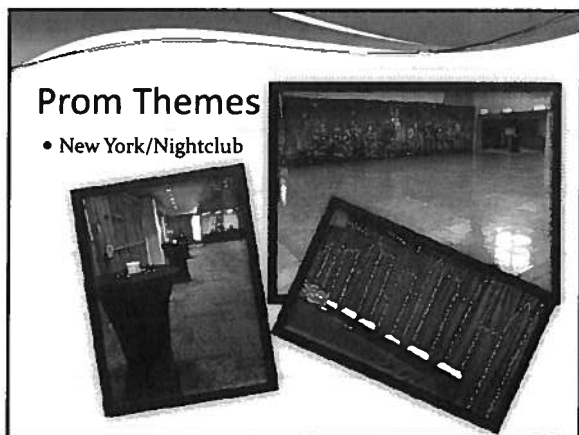
Prom Themes

- Asian









Debutante Balls
Private Debuts
Mass Debuts

Private Debuts

- For one girl
- 'Coming Out' into society
- Exhibition of Wealth

Mass Debuts

- Similar to a fundraiser
- Tables are sometimes 'sold' per debutante-
 - entrance fees are donated charity
 - help to cover cost of the event
- Traditions
 - Grand Entrance
 - Stage for Processional and Introduction of debutantes
 - First waltz


Marketing/Relationships

Mitzvah Marketing

- Jewish Newspapers
 - Nationwide: <http://www.jewishlink.net/newspapers.html>
 - The Jewish News: <http://jewishaz.com/>
- Temple Newsletters
- Middle /Jr. High School Newsletters in your area
 - Sponsor the newsletter
 - Inexpensive, specific marketing
- Kosher Restaurants
- Word of Mouth
- Work with coordinators who specialize in Jewish events
- <http://www.mitzvahsmadesimple.com>


Mitzvah Marketing

- Free offers



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*Not applicable to primary home states. Biltmore's availability other numbers may apply.

Quinceañera Marketing

- Quinceañera magazines
 - <http://www.quinceanerasmagazine.com/>
- Expos
 - Latino and Quince
 - <http://quinceexpos.com>
- Latino Radio Stations
 - Sponsor events
- High School newsletters and sponsorships
- Spanish speaking person on staff
- Work with coordinators who specialize in Latino events

Prom Marketing

- Create a Prom package
- Student Council Spirit Convention Trade Shows
- High School Trade Shows
 - <http://www.promsmadesimple.com/>
- Get the Student council Sponsor names from all the schools
 - There are 91 high schools in the Phoenix metropolitan area and 64 high schools in Houston Independent School District.
- Create Packages for schools that can help with fundraising to offset prom expenses

Prom Marketing



Prom Marketing

- Offer something free with a minimum purchase
 - DJ can offer free glowsticks or extra lighting
 - Florist can offer free queen's bouquet with certain quantity of centerpieces
 - Free tiara with décor package
 - Free lemonade with appetizer package

Coming of Age Events

- Know the Traditions
- Learn the language
- Be creative!
- Create a repertoire of themes
- Build strong relationships with other vendors
- Take time to plan
- Look for new ways to market

Thanks!

Coming of Age Events

Therese Cole Hubbs
ASC Event Services, Inc.
Electric Karma International
Therese@ascevents.com
281-705-9929

Ginia Lucas, MWV
Y-Knot Party & Rentals
yknotparty@msn.com
480-967-4495
