

Service Superstar Program Outline 2011

- We are looking at releasing the new program during Tourism Week- can make announcement at our Operator's Barbeque on June 8/2011
- Program will run for 6 Months- (26 weeks) announcing on radio stations weekly a nominee winner, have to still approach some- talked to two stations so far, we will use our contra advertising from visitor guide, unless station wants to be a Gold Sponsor
- Provide weekly winners with a Service Superstar Certificate, button, and basket cost is approximately \$1400.00
- With the Gala date is Saturday February 04,2012 at the Quality Hotel for the first year, we will tender out the Gala location for the following years
- \$1000.00 for decorations, DJ and center pieces
- \$25 per ticket for GALA- keeping price very low so it's affordable-at cost. Food menu \$25 taxes included
- Looking for approximately 10 Gold sponsors at \$750 each- to cover our costs
- \$2000 approximate cost for Trophies. Get them to be a sponsor in hopes to keep cost down.
- Ballot boxes are around \$50 each cost
- Need to print the posters again-cost would have to get quote again, we have a company that will sponsor.
- Service Superstar Nomination Categories are as follows:
 - Retail Industry
 - Server—Restaurant
 - Server—Lounge/Pub
 - Heart of the House- Food & Beverage
 - Heart of the House-Lodgings & Housekeeping
 - Heart of the House-Office/Administration
 - Transportation Industry
 - Visitor Services
 - Other Services
 - Media Recognition Award

Budget for Service Superstar Program

Income

Gold Sponsors- 10 x \$750=	\$7500.00
Silver Sponsors- 5 x \$500=	\$2500.00
Bronze Sponsors- 10 x \$250.00=	\$2500.00
Other Gala Tickets- 30 x \$25	\$750.00

Income Total- \$13,250.00

Expenses

Gold Sponsor table Gala tickets- 80	\$2000.00
Silver Sponsor Gala tickets- 20	\$500.00
Bronze table Gala tickets- 20	\$500.00
26 Finalists table tickets 52 x \$25=	\$1300.00
Gala Tickets- Dignitaries/Staff 38	\$950.00
Decorations/Entertainment	\$1500.00
Awards	\$2000.00
Ballot Boxes 30 x \$50	\$1500.00
Weekly Baskets 26 x \$50	\$1300.00
Printing / Posters etc.	\$1000.00
Contingency	\$700.00

Expenses total \$13,250.00

Total Gala ticket sales are based on 210