



TASO Recognized Project
Fundraising: *Conversation with an Icon*
April 29, 2022

How do we raise
money in these
challenging times
to support the
future of music?





Light Bites and Bubbly!

May 4th Fundraiser Interview with a Houston Icon, Dominique Sachse The Annie Cafe and Bar

We are thrilled to invite you to The Houston Symphony League's First 'Houston ICON' Event featuring Houston treasure, Dominique Sachse! This fabulously fun, interactive afternoon will entertain you with chairs, Ann Ayre and Marla Hurley interviewing Dominique! From beauty secrets to healthy living tips, and her wild success on YouTube... find out what inspires Dominique to live her best life while balancing family, community involvement, career and beauty! Underwritten by Ann and Marla, enjoy lite bites, bubbles AND socialization with your dear friends. You won't want to miss this unique and festive afternoon!

Tickets are \$150 per person and will be available early April. Seating will be limited so start planning now!

In Friendship,

Betty Tutor, VP Fundraising



Marla Hurley



Ann Ayre



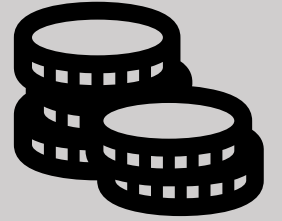
Purpose of the Project (Fundraising Post-Pandemic)

- Safely engage HSL members
- Introduce prospective new members
- Raise money
- Connect with the community by highlighting Houston leaders
- Create legacy event

And it was a sell-out!!!



FINANCIALS



Goal : \$5,000

Revenue: \$8,925 (Ticket sales- \$7600; Raffle- \$925; Donation- \$400)

Expenses: \$6,007.68 (Venue/Food/Bev -4652.68; Flowers- \$500;
Gifts- \$205; Photographer- \$650)

NET REVENUE: \$8,925.00

Note: All expenses underwritten by Chairs and Donors

Raffles add to bottom line



TIMELINE

Anticipating an end to the Pandemic planning began in Spring 2020

Spring 2020: Fundraising event conceived

Fall 2020: Event Chairs confirmed
Icon selected and booked
Underwriting began

December 2020 : Chairs coordinate venue, floor plan, menu selected
(small bites & Champagne)

Early Spring 2021: Décor & A/V set-up finalized
Chairs invite Houston fashion designer, David Peck, to provide
door prizes (large French- inspired picnic table cloths)
Email invitations approved and sent
Online ticket purchase is RSVP

SOCIETY / FEATURED PARTIES

Houston TV News Icon Celebrated in Creative Symphony Afternoon — Dominique Sachse Gets Revealing

Interesting Talk, Lucky Ladies and Champagne Fun

BY SHELBY HODGE // 05.17.21

PHOTOGRAPHY WILSON PARISH

♡ SAVE ARTICLE





VOLUNTEER REQUIREMENTS



- 2 - Chairs spearheaded, financed and coordinated event details
- 2 - Volunteers helps with pay-portal problems (*See Interface improvements between Houston Symphony and League websites*)
- 1 - Volunteer helped with RSVPs (and payment issues)
- 5 - Volunteer hostesses, welcoming and encouraging new faces to join.
- 2- Staff members helping with check-in, payment and sell raffle tickets.

10- Total number of Volunteers + 2 Staff

IMPACT

We enlarged our community by:

- Touching Icon Dominique Sachse's 1.5 million online followers
- Connecting them to the Symphony's worldwide audience gained thru live online concerts begun during the pandemic



The Houston Symphony League Presents
An Epic Conversation and Luncheon With

Houston Icons

Shelby Hodge & Robert Sakowitz

Save the Date!

Thursday, March 3rd

The Junior League of Houston

11am - 1pm



Houston Icon Tickets

Individual Tickets

\$250, \$350, \$500

Tables of Ten

\$2500, \$3500, \$5000

Underwriting Opportunities!

\$500, \$1000, \$1500, \$2000

*Underwriters Receive a
Complimentary Bottle of Bubbly and
Names Displayed on All Print Materials