JOB DESCRIPTION
2025 CHOCOLATE BALL PLANNING COMMITTEE

Please contact Jill Johnson for more information at jejohnson@epiny.org or (310) 995-6810.

39TH ANNUAL CHOCOLATE BALL

- **Date**: Saturday, March 8, 2025
- **Time:** 5:30 pm
- **Location:** Joseph A. Floreano Riverside Convention Center; 125 E. Main Street, Rochester, NY, 14604
- **Theme:** To be announced in September 2024.
- **Honorary Chair:** TBD

RESPONSIBILITIES

Please see below for a detailed explanation of each bullet point.

- **Subcommittee(s):** Join at least one subcommittee (Cake Competition, Logistics, Silent Auction, Ticket Sales, and Sponsorship).
- **Meetings:** Participate in virtual and in-person meetings.
- **Pre/Post Event Activities:** Volunteering to assist with activities immediately prior to and following the event.
- **Attendance:** Attending the Chocolate Ball as a guest or volunteer.
- **Social Media Promotion**: Follow EPI on Facebook, Instagram, X and LinkedIn. Share event details on personal and professional social media platforms, highlighting the gala's theme and cause to attract attention and drive ticket sales.

SUBCOMMITTEES

We ask that each committee member join at least one subcommittee.

- **Cake Competition**
  - Work with EPI to manage participating chefs and the communication and logistics around the Chocolate Cake Competition
  - Generally reserved for participating judges.
- **Logistics**
  - Serve as one of the key volunteers on the day of the event by becoming familiar with the whole event and all the working parts.
  - Specifically, have a working knowledge of:
    - All volunteer duties
    - Chef activities
    - Set-up prior to the event and tear down post event.
    - Parking/Valet & Greeting
    - Check-In

        - Champagne, Photo Booth, and Step and Repeat
        - Cocktail Hour
            - Cake Tasting
            - Lotus Bowl Sales
            - Cake Drawing
            - Silent Auction
        - Run of Show
            - Order of events
            - Cash Call
            - Live Cake Auction
        - Check-Out
- **Silent Auction**
    - Work with EPI to ask previous donors to provide goods and services once again for the silent auction (calls, emails, and visits to collect items).
    - Open doors to new potential donors by soliciting directly or making introductions for EPI staff.
    - Drive to donor locations to collect items prior to February 15.
    - Block off time during the weeks of February 17 and 24 to help with packaging the silent auction items.
- **Ticket Sales and Sponsorships**
    - Leverage Personal Networks: Actively reach out to friends, family, colleagues, and professional networks to promote the event and encourage ticket purchases.
    - Identify and Engage Potential Sponsors: Collaborate with potential sponsors or community leaders who could purchase tables or bring in additional guests.
    - Host Pre-Event Gatherings: Organize small gatherings or virtual events to build excitement and encourage attendees to bring friends.
    - Collaborate with Marketing Team: Work with the event marketing team to share promotional materials, ensuring consistent messaging and reaching a broader audience.
    - Follow-Up Outreach: Engage in follow-up calls, emails, or messages to potential guests who have shown interest but have not yet purchased tickets.
    - Work with EPI to renew past sponsors and table purchasers.

MEETINGS

- Participant in two in-person meetings at EPI (1650 South Ave., Rochester, NY 14620)
    - September/October: Kick-Off Meeting (Date TBD)
    - January: Regroup Meeting (Date TBD)
- Participate in all sub-committee meetings, format to be decided by each sub-group.

PRE/POST EVENT ACTIVITIES

- Assist with silent auction item collection and packaging during the weeks of February 17 and 24.
- Help with event set up on March 7 and 8.

- Participate in post-event clean up on March 10.

ATTENDANCE

- Agreeing to attend the event in one of two roles; we do not recommend trying to serve in both capacities.
    - **Volunteer**
        - Call time is 4:00 pm.
        - You will have several specific job responsibilities during the evening and be asked to remain until the end of the event at 11:00 pm.
        - A volunteer dinner is provided.
        - We do not recommend bringing a guest unless your guest would also like to serve as a volunteer.
    - **Guest**
        - You choose to purchase a sponsorship, table or tickets and invite friends and family to the event.
        - You are welcome to help with event set up, but we suggest focusing on entertaining your guests as your official duty at the event. Our hope is they will have an enjoyable time and attend the event in the future.

BENEFITS

- Tickets (one complimentary event ticket and one discounted event ticket for a guest).