



## Route 66

### EVENT EXPERIENCE

US Route 66, also known as the Will Rogers Highway, Main Street of America or the Mother Road was one of the original highways running through America.

The Roadway crossed many states as it made its way from Chicago, IL to Los Angeles, CA. The Road Covered 2,448 miles and ran through Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona, and finally came to an end in Los Angeles, California.

This famous road originally began in Springfield, Missouri and spawned many “Mom and Pop” businesses along the way. Among these businesses, the most notable were the art-deco style: U-Drop Inn in Shamrock, Texas; the Magnolia in Vega, Texas; Teepee Shaped hotels; frozen custard stands; Indian Curious Shops;

and reptile farms. You could visit the hideout of the infamous Jesse James in Springfield, grab a hamburger in the first drive-thru joint at Red’s Giant Hamburg or visit the very first McDonalds at the end of your journey in L.A.

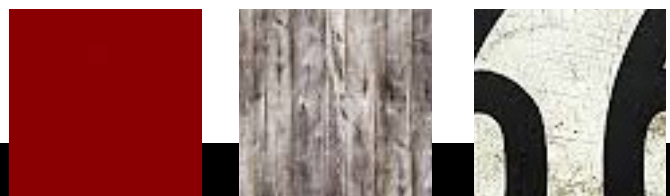
Last but not least, let’s not forget the music and the TV shows that were inspired by Route 66, such as Nat King Cole’s Route 66, and most recently, the Pixar movie CARS.

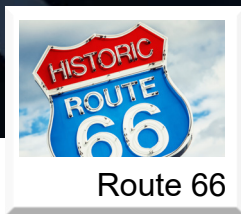
All of these great locations offer us a smorgasbord of options for our guests to dine on.

Enough history, let’s get to the party.



**Get Your Kick for Recreating the Present. This nostalgic theme allows guests to reminisce with great music, vintage cars, and famous symbols like the Philips Filling Station and Burma Shave road signs associated with Route 66! Combining these elements will transport your guests to revisit the past for creating what’s possible in the present. Guests will kick their heels up in delight and joy all while sparking the imagination for the future!**





# SETTING THE MOOD

## COLORS & TEXTURES

This event will use red, white, and black for the color palette. Metal signs, wooden walls and old-fashioned gas pumps will set the texture of this event.

These invitation ideas could be created by your preferred local advertising or marketing company. If you really have it in you, you could also make them yourself.

## INVITATIONS

There are many ways to get creative with this old-time favorite.

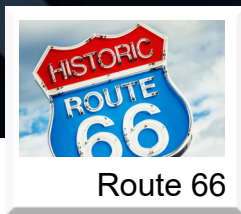
- Have a background of a vintage map that follows Route 66. In front of the background, place two vintage vehicles on a road with your slogan for the evening beneath them.
- Print an invite in the shape and style of the Route 66 sign with all of the details listed on the back
- Have a background with "Route 66" printed largely and all of the iconic road signs one would see along the way in a collage in front of it.

## ENTRYWAY

For the entryway, contact a local vintage car enthusiast and ask them to showcase their cars. Many of these owners love to show off the cars and might do that in exchange for being at the event.

Build an entry out of corrugated metal, an old-fashioned gas station pump, and rough wood uprights. You're going to build an old-fashioned gas station feel to start the night off right.





# DETAILS AND ACCENTS

Create a road that leads right into your event with signs similar to Burma Shave signs alongside the roadway. These should relate to your messaging.

Add a filling station (gas station) sign from long ago into the entryway corridor and you have the formula for a great start to your event.

## PRE-FUNCTION AREA

Place high-top tables with red checkered linens in this area, have your gas station attendants wandering around greeting guests and offering to 'fill them up' with their hors d'oeuvres and a specialty drink.

Add small items you might find on Route 66, like die cast cars and trucks, along with highway signs that look like Route 66 signs with your event logo and company or party logo on it.

## MAIN ROOM

Contact a local builder and have them create a metal entryway using corrugated metal sheet. Add details such as old fashioned gas station signs or road signs.

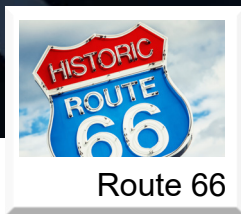
Help your attendees step back in time by covering walls in scenic backdrops from the different states that Route 66 travelled through. Create a roadway oasis using printed vinyl to look like blacktop. Add road signs to create the appearance of the real Mother Road.

Hire a live band to play period appropriate tunes. If a band is out of budget, use a music device (iPad/iPod) to play selected songs over a sound system.

Create a variety of themed food stations, pulling ideas from classic







# DETAILS AND ACCENTS

stops along the journey. Around the room, food stations line the walls and these can be different edible experiences based on the state they are traveling through or various Mom-and-Pop restaurants you make up that your guests might encounter on Route 66. This can include an old Diner with a fountain machine and a soda jerk, the Philips Filling Station with the antique pumps, perhaps Jesse James living quarters, the Liberty Jail or the tailgate of a classy chassis.

## STAGE AREA

The stage will be your main focus for the night so add a backdrop behind the stage that looks like Route 66. Add a gas station pump on either side of the front corners of the stage.

## DÉCOR

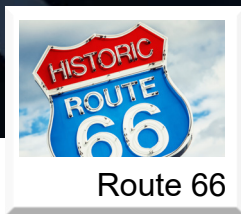
Detour signs, stop lights, street signs and the likes are all good options for room décor. Create little vignettes of the types of establishments they might find on Route 66. A mom and pop convenience store, an old fashion McDonald's restaurant, a green dinosaur from the Sinclair Stations of the 60s.

Add a black and white dance floor to the mix and you are set to 'Get Your Kicks on Route 66'

## FURNITURE ACCENTS

Small Coca-Cola tables and chairs, the back end of cars made into loveseats, and ice cream parlor tables are all the type of furniture you might find in this theme.





# DETAILS AND ACCENTS

## CENTERPIECES

There are a several options for centerpieces:

- Oil cans with wild flowers would make great centerpieces
  - Small road signs in groupings in a grass base - Customize the road signs
  - Small mini tires
  - Car parts
  - Vintage license plates
  - Mini gas pumps
  - Tin "Route 66" signs that are well above the guest heads.
- Conversation will be easy, as well as the signs making it easy for them to locate their table.

## DINNER SET UP

Place large maps on table tops for a unique touch. Cover chairs with a theme appropriate chair cover.

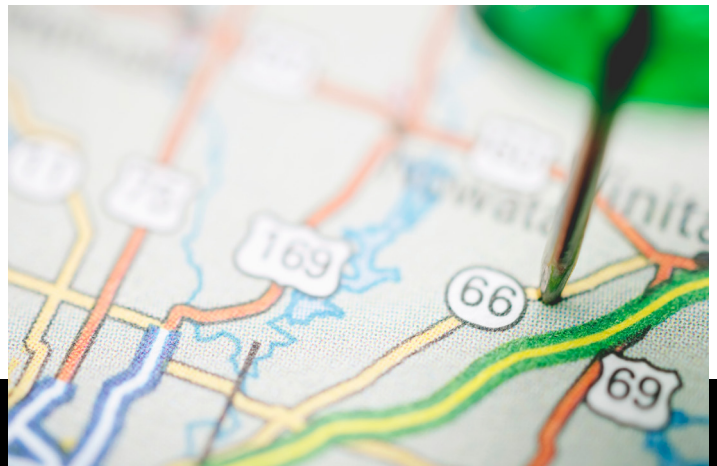
## BAR AND CUSTOM DRINK

Set up a soda stand and label it "Fueling Station". Guests can grab Mt. Dew, Coca-Cola, or any of their other favorite sodas. If you're feeling really creative, have drinks come from a "fuel tank" pitcher down a funnel and tube into their cup.

Have bars that are made out of actual car trunks in the corners of the room. If this is cost prohibitive, have a sign company print the back end of a vintage car to place on the front of the bar.

## ICE SCULPTURES

Ice is always a highlight for events. Use the ice sculpture to display the company logo or party logo and light it up.





## ENTERTAINMENT

Hire the following characters for entertainment:

- A soda jerk serving Coca-Cola, root beer floats, and ice cream
- A service station guy to 'wash your windows' or 'fill your tank' (could be serving Hors d'oeuvres) reminiscent of Gomer Pile in Mayberry on the Andy Griffith Show. You will need to find a good actor for this part.
- Band – about every band from the 20s – 50s had a rendition of 'Route 66' but music of the 50's will probably hit home well.
- Elvis impersonator
- Girls on roller skates delivering hotdogs and sodas

## PHOTO OPS

Have an area set aside for guests to take pictures. People always love having pictures to take home or that they can see on social media to look back on what a fun time they had at the event.

Have a Route 66 sign in the photo with your guests.





## Route 66

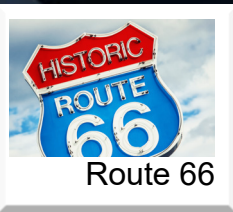


# supply list

How to determine which elements in each theme packages is right for you and your client:

- \$-\$\$\$\$ Some of the theme elements require a very small investment while others require a higher spend. You can guide your client and help them determine how to use their budget to achieve their desired result.
- Star ratings: Determine the impact your client wants to make. A one-star element in a theme package works well for simple and professional events, whereas a five-star element will leave your client and their guests in complete awe! There are many options in between, so you'll always have a way to meet your client's needs and goals.

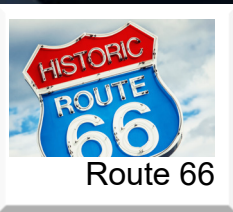
Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Invitations:</b>			
Invitations	Create your own with items purchased at your local craft store or use a local print shop or advertising agency	\$\$-\$\$\$\$	****
<b>Entryway:</b>			
Vintage cars	Local vintage car enthusiast - as good faith, offer to feed them and/or offer a small donation to their club	0-\$\$	****
Corrugated Metal	Menards <a href="http://bit.ly/1Krt62b">http://bit.ly/1Krt62b</a>	\$\$	**
Old-fashioned gas station pump	Retro Planet <a href="http://www.retroplanet.com/search.html?q=gas+pump">www.retroplanet.com/search.html?q=gas+pump</a>	\$\$\$\$	****



# SUPPLY LIST

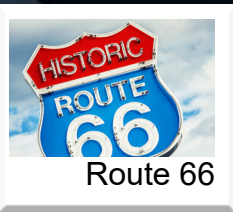
Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Entryway (continued):</b>			
Rough wood uprights	Home Depot <a href="http://www.homedepot.com/p/Unbranded-6-in-x-6-in-8-ft-Rough-Timber-Treated-to-Refusal-0606080140200/202081131">www.homedepot.com/p/Unbranded-6-in-x-6-in-8-ft-Rough-Timber-Treated-to-Refusal-0606080140200/202081131</a>	\$\$	**
Vinyl Road Graphics	Use your local Sign Company	\$\$-\$\$\$\$	****
Burma Shave signs	Use your local Sign Company	\$\$-\$\$\$\$	****
<b>Pre-Function Area:</b>			
High-top tables	Use your local decor company	\$\$-\$\$\$\$	***
Red checkered linens	Use your local decor company	\$\$-\$\$\$\$	***
Gas station attendants	Use a local acting company	\$\$-\$\$\$\$	****
Die cast cars & trucks	Collectable Diecast <a href="http://www.collectablediecast.com/MotorMax-1956-Ford-Thunderbird-Open-Convertible-124-Red_p_10462.html">www.collectablediecast.com/MotorMax-1956-Ford-Thunderbird-Open-Convertible-124-Red_p_10462.html</a>	\$\$	***
Highway signs	Check with your local sign company for custom signs or RetroPlanet for authentic signs <a href="http://www.retroplanet.com/PROD/37561.html?gclid=Cj0KEQjw3auuBRDj1LnQyLjy-4sBEiQAKPU_vWmutLMR98yRWGp7jUpOnf8ei51gDQf3mn3vtSU6zmUaAuZ-8P8HAQ">www.retroplanet.com/PROD/37561.html?gclid=Cj0KEQjw3auuBRDj1LnQyLjy-4sBEiQAKPU_vWmutLMR98yRWGp7jUpOnf8ei51gDQf3mn3vtSU6zmUaAuZ-8P8HAQ</a>	\$\$-\$\$\$\$	****





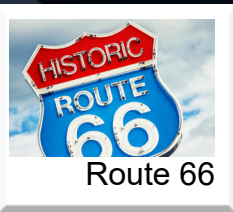
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Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Main Room:</b>			
Large canopy	Home Depot <a href="http://www.homedepot.com/b/Outdoors-Yard-Structures-Shade-Canopies/Canopy-Tent/N-5yc1vZc6njZ1z0vodm">www.homedepot.com/b/Outdoors-Yard-Structures-Shade-Canopies/Canopy-Tent/N-5yc1vZc6njZ1z0vodm</a>	\$\$\$	***
Signage	Check with your local sign company	\$\$-\$\$\$\$	***
Blacktop roadway	Dogfish Graphics <a href="http://www.dogfishgraphics.com">www.dogfishgraphics.com</a>	\$\$	***
Fountain machine	Soda Dispenser Depot <a href="http://www.sodadisenserdepot.com/">www.sodadisenserdepot.com/</a>	\$\$-\$\$\$\$\$	***
Soda jerk	Check with your local acting company	\$-\$\$\$	****
Antique pumps	Wayfair <a href="http://bit.ly/1itOPwQ">http://bit.ly/1itOPwQ</a>	\$\$-\$\$\$	****
Jesse James living quarters	Work with your local decorator to create this	\$\$-\$\$\$\$	****
Liberty Jail	Work with your local decorator to create this	\$\$-\$\$\$\$	****
Video screen	Check with your Video company	\$\$\$	****



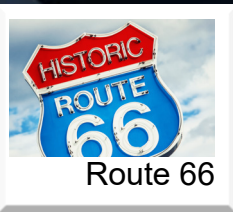
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<b>Stage Area:</b>			
Route 66 backdrop	Backdrops Fantastic <a href="http://www.backdropsfantastic.com/backdrop_themes/backdrops/Backdrop_US024-Route-66.html">www.backdropsfantastic.com/backdrop_themes/backdrops/Backdrop_US024-Route-66.html</a>	\$\$\$	*****
Gas station pump	Wayfair <a href="http://bit.ly/1itOPwQ">http://bit.ly/1itOPwQ</a>	\$\$-\$\$\$	****
<b>Décor:</b>			
Detour signs	Check with your local sign company with your event logo and messaging	\$-\$\$	****
Stop lights	Check with your local sign company with your event logo and messaging	\$-\$\$	****
Street signs	Check with your local sign company with your event logo and messaging	\$-\$\$	****
Vignette decor for Route 66 establishments	Work with your local decor company to create this	\$\$-\$\$\$\$\$	*****
Sinclair green dinosaur	Have your sign company make this with foam board	\$\$	***
Black and white dance floor	Local event decor company	\$\$\$\$	***
<b>Furniture Accents:</b>			
Coca-Cola tables & chairs	Local decor company	\$\$-\$\$\$	***



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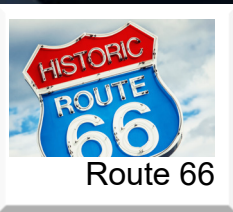
Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Furniture Accents (continued):</b>			
Back ends of cars made into loveseats	Interior Gallery <a href="http://www.theinteriorgallery.com/pd-car-sofa-cadillac-black.cfm?gclid=Cj0KEQjw3auuBRDj1LnQyLjy-4sBEiQAKPU_">www.theinteriorgallery.com/pd-car-sofa-cadillac-black.cfm?gclid=Cj0KEQjw3auuBRDj1LnQyLjy-4sBEiQAKPU_</a>	\$\$\$\$\$	*****
Ice cream parlor tables	ATG Stores <a href="http://www.atgstores.com/outdoor-dining-sets/best-selling-home-decor-nassau-cast-aluminum-outdoor-bistro-set_8552872.html?gclid=Cj0KEQjw3auuBRDj1LnQyLjy-4sBEiQAKPU_">www.atgstores.com/outdoor-dining-sets/best-selling-home-decor-nassau-cast-aluminum-outdoor-bistro-set_8552872.html?gclid=Cj0KEQjw3auuBRDj1LnQyLjy-4sBEiQAKPU_</a>	\$\$	***
<b>Centerpieces:</b>			
Oil cans with wild flowers	Retro Planet <a href="http://www.retroplanet.com/search.html?q=motor+oil+cans">www.retroplanet.com/search.html?q=motor+oil+cans</a>	\$\$	***
Small road signs	Schools In <a href="https://www.schoolsin.com/Merchant5/merchant.mvc?Screen=PROD&amp;Product_Code=ANG-AFB2600&amp;Store_">https://www.schoolsin.com/Merchant5/merchant.mvc?Screen=PROD&amp;Product_Code=ANG-AFB2600&amp;Store_</a>	\$\$-\$\$\$	****
Grass base	Home Depot or Menards - artificial turf cut to size <a href="http://www.homedepot.com/s/artificial%20turf?NCNI-5&amp;gsitesearch">http://www.homedepot.com/s/artificial%20turf?NCNI-5&amp;gsitesearch</a>	\$\$	***
Car parts	Auto Zone - go shopping for parts that will work <a href="http://www.autozone.com/parts?cmpid=PS:1:1:2">www.autozone.com/parts?cmpid=PS:1:1:2</a>	\$-\$\$\$	**
Vintage license plates	Home Depot <a href="http://www.homedepot.com/s/artificial%20turf?NCNI-5&amp;gsitesearch">http://www.homedepot.com/s/artificial%20turf?NCNI-5&amp;gsitesearch</a>	\$\$	****
Tin "Route 66" signs	Retro Planet <a href="http://www.retroplanet.com/search.html?q=tin+signs">www.retroplanet.com/search.html?q=tin+signs</a>	\$-\$\$\$	****



# SUPPLY LIST

Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Centerpieces (continued):</b>			
Mini gas pumps	Walmart <a href="http://www.walmart.com/ip/Woodland-Import-53556-Well-known-Route-66-Gas-Pump-Key-Holder-with-Elegant-and-Antique-Design/29463245">www.walmart.com/ip/Woodland-Import-53556-Well-known-Route-66-Gas-Pump-Key-Holder-with-Elegant-and-Antique-Design/29463245</a>	\$\$	****
<b>Dinner Set-up:</b>			
Table top maps	Zazzle <a href="http://www.zazzle.com.au/route+placemats">www.zazzle.com.au/route+placemats</a>	\$\$\$	***
<b>Bar &amp; Custom Drinks:</b>			
Old-fashioned soda bottles	Dr. Soda <a href="http://www.drsoda.com/8oz10ozsodpo.html">www.drsoda.com/8oz10ozsodpo.html</a>	\$	**
Fuel-tank pitcher & funnel	California Car Cover company <a href="http://www.calcarcover.com/product/3005/251/Gas_Pump_Liquor_Dispenser">www.calcarcover.com/product/3005/251/Gas_Pump_Liquor_Dispenser</a>	\$\$	****
Authentic car trunk Bar	Interior Gallery <a href="http://www.theinteriorgallery.com/pd_57_chevy_car_bar.cfm">www.theinteriorgallery.com/pd_57_chevy_car_bar.cfm</a>	\$\$\$\$	****
Car tailgate signage	If a bar made using an actual car is too expensive, have your printer make a sign of the back of your favorite vintage car	\$\$	*****





# SUPPLY LIST

Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Entertainment:</b>			
Soda jerks	Contact your local talent agency	\$\$	****
Service station attendants	Contact your local talent agency	\$\$	****
Live band	Use a local band or contact Innovative Entertainment <a href="http://www.inn-entertainment.com">www.inn-entertainment.com</a>	\$\$-\$\$\$\$	*****
Elvis impersonator	Contact Innovative Entertainment <a href="http://www.inn-entertainment.com">www.inn-entertainment.com</a>	\$\$-\$\$\$\$	*****
Roller-skating girls	Contact your local talent agency	\$-\$\$\$	***
<b>Photo Ops:</b>			
Route 66 backdrop	Backdrops Fantastic <a href="http://www.backdropsfantastic.com/backdrop_themes/backdrops/Backdrop_US024-Route-66.html">http://www.backdropsfantastic.com/backdrop_themes/backdrops/Backdrop_US024-Route-66.html</a>	\$\$\$	*****