



# Follies

## EVENT EXPERIENCE

The Ziegfeld Follies took place in 1907-1931 and were a high end review show or high class vaudeville show. The girls in the show would parade up and down the staircase in elaborate costumes ranging from birds to battleships. These women became known as the Ziegfeld Girls. Your guests will be in for a feast for the eyes with over-the-top costuming, a stage show, and the luxurious décor, food and liquor for the night.

## COLORS & TEXTURES

The décor should consist of elegance in every manner. A classic, sophisticated color scheme of black and white with touches and accents of gold will set the tone for the elegant 1920s inspired gala. White and pink feathers will also come into play in the décor for the evening.



Take your guests on a trip back in time to an era like no other when prohibition and stage shows ruled the night. This event will have attendees feeling as if they are in a chic speakeasy with featured prohibition drinks and showgirls nearby.



# SETTING THE MOOD



Follies

## INVITATIONS

Invites can feature any of the following:

- A 1920's gal in swimwear
- Old time photos of dancing girls
- A black invite on with gold and hot pink features
- An ornate bird cage

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.

## ENTRYWAY

### ***Welcome to the Red Carpet***

We suggest two long 50 foot runs of red carpet leading to two entry doors to start the evening off for guests' arrival. Both red carpets to be flanked with black velvet rope and stanchions

to really add the effect of a superstar arrival.

Guests will be greeted with paparazzi, their vintage cameras in hand. This will leave guests feeling as if they are celebrities themselves.

At the end of the carpet, black awnings can be set to mark the entrance to the reception hall, giving just a brief view of what's to come.

## PRE-FUNCTION AREA

Although they will see a HINT of the beautiful cars parked in the pre-function area, guests will be amazed when they actually stand beside the cars and have their photo taken. Fashion the pre-function area as one of the amazing hotels from the 20s; this includes the unique and rarely seen furniture, the cars, and a feel of



# DETAILS AND ACCENTS



Follies

dripping elegance to remind guests of a beautiful night at the theater. Several large crystal chandeliers hanging in the ceiling will add sparkle. (Think Chicago Theater lobby)

Have gals in period dress with cigar trays around their necks (of course holding candy cigarettes or roses... not the real stuff) and a photographer in his dapper reporter look to spoil your guests with all the creature comforts of celebrities.

This event calls for an elegant ceiling treatment. This ceiling treatment should consist of black and white drape hung from the ceiling in a zigzag pattern with banners of gold hanging throughout. Period appropriate furniture groupings will create lounge areas and help transport guests back to the 20s. A beautiful large bar with serving areas from four sides will serve as a focal point.

## *Optional:*

Use combination of standing and sitting tables for the pre-function area. These tables can be used again as an escape during the band as a quieter area for guests to visit during the band.

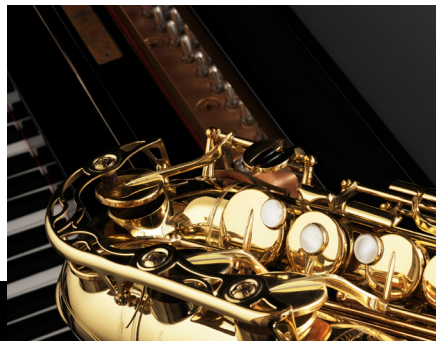
Linens in black, white or black & white with gold ties.

High boy cocktail tables with linens and ties.

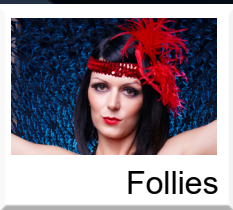
Cabaret sit down tables with gold chiavari chairs, linens and ties

## MAIN ROOM

A fabric canopy-style ceiling treatment with chandeliers hanging throughout will look wonderful; reminiscent of famous theaters and dinner clubs from that era. This event will rely heavily on décor and entertainment to create the ultimate atmosphere of the era, make



# DETAILS AND ACCENTS



Follies

sure that guests can see this when they enter the room.

## STAGE AREA

Black velour drape with white chiffon accents and the Follies stage set pieces will add a bit of grandeur to the stage!

## DÉCOR

Wall draping is going to create the ambiance you are looking for. Floor to ceiling drape around the whole room will give the impression of an elegant 1920s club. LED up lighting will be used to really set the mood and create a spectacular atmosphere. We also suggest having your lighting team add GOBO projection lights for a touch of sparkle.

A dozen white palms and a dozen white feather towers strategically placed throughout the room will add a nice touch to the area and to the era experience.

## FURNITURE ACCENTS

White couches, footstools, and circle couches can be placed around the room for guests to lounge.

## CENTERPIECES

There are several options for centerpieces:

Crystal Candelabra:

\*with 4 battery taper candles only

\*w with 4 battery taper candles & faux feathers





Follies

## DETAILS AND ACCENTS

White rose ball:

\*with 4 battery taper candles & white feather topper

\*with 4 battery taper candles & real rose ball:

Crystal Tablescape:

\*3 crystal votive stands (9", 10", 12") w/ lights:

\*3 crystal votive cups (3") w/ lights:

\*Floral Options: rose petals, flower heads, rose cups, etc.

Silver Trees w/ votive cups:

\*with crystal strands

\*with votive cups w/ roses (from florist)

### DINNER SET UP

All table linens should be 132" to reach the floor for a 72" round table that seats 10-12 people. Black, white, or black & white table linens.

Black or white chair covers with black, white, or gold chair bands are simple, but elegant choices.

### BAR AND CUSTOM DRINK

No event is complete without a signature cocktail to get the evening started. We suggest you have wait staff offer this to guests as they arrive. This works especially well if you are having a fundraiser but either way, here are 10 cocktails that you might suggest to your bartenders:

French 75, Southsider, Sidecar, Dubonnet Cocktail, Mary Pickford (a Ziegfeld girl), Tuxedo #2, Ward 8, Bees Knees, Bacardi Cocktail and the ever popular High Ball.

We are going to add in two bonus suggestions using a few of our favorite prohibition comebacks- Templeton Rye and Sprecher Hard Root Beer (This is Root Beer with a kick. Root beer was a popular drink for its bubbly satisfaction when alcohol wasn't available).



## ICE SCULPTURE

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

## ENTERTAINMENT

### *A Night Out in Style*

Engage your guests with the Paparazzi, camera men, and the Daily Herald dressed actors, cigarette girls, flapper girls and Follies performers. Add a big band on the stage and one performer to play during the cocktail hour.

Hire a dance team to perform the Ziegfeld Follies show for your guests. Men dressed in tux with tails as footmen and chauffeurs to stand at the cars to greet your guests.

Tip: Adding interactive elements to your event like doormen, cigarette girls and other supporting characters help you to create a unique event that your guests will remember for many years to come. This sets your events apart from your competitors.

## PHOTO OPS

Hire an old time photo booth like the ones you see at the fair, and have a black and white photoshoot with a Ziegfeld Girl or two in costume.

Have another photographer shooting photos with a classic 1920's car. if the car is unavailable have the print shop make one for you.





Follies

# 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>			
Red Carpet	Use someone like CES, Freeman Decorating, or your local pipe and drape company. Cost will be determined on amount of drape you use.	\$\$	**
Black Velvet Rope	Use someone like CES, Freeman Decorating, or your local pipe and drape company. Cost will be determined on amount of drape you use.	\$\$	***
Paparazzi w/vintage cameras	Use your local High Schol or college groups	\$\$	***
Black Awnings	Your local decorator	\$\$	***

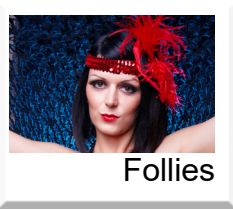
# SUPPLY LIST



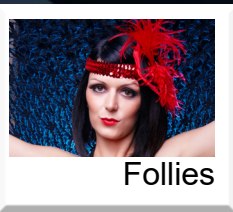
Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Pre-Function:</b>			
1920s cars	Auto club in your area or have some 2D cutouts made	\$\$\$	**
1920s furniture	Your local vendor	\$\$-\$\$\$	**
Crystal Chandeliers	Check with Wildthings <a href="http://www.shopwildthings.com/beculane.html">www.shopwildthings.com/beculane.html</a>	\$\$	***
Cigar Girls	Local entertainment provider	\$\$	****
Photographer	Hire a local photographer	\$\$	*****
Ceiling Drape	Hire your local decorator	\$\$\$-\$\$\$\$	*****
Gold Banners	Hire your local decorator	\$	***
Tables	Your pipe and drape or decor company can manage these items	\$\$	**
Table Linens and Chair Ties	Beyond Elegance <a href="http://beyondelegance.com/">beyondelegance.com/</a>	\$\$-\$\$\$	****
Chiavari chairs	Your local decor company	\$\$	****
<b>Main Room:</b>			
Fabric Canopy Ceiling Treatment	Local décor company - ask your hotel or facility for a recommendation	\$\$-\$\$\$\$	****
Chandeliers	Wild Things <a href="http://www.shopwildthings.com/beculane.html">www.shopwildthings.com/beculane.html</a>	\$\$-\$\$\$	*****



# SUPPLY LIST



Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Stage Area:</b>			
Black Velour Drape	Check with the venue for this. if they don't have it your A/V company or decorator should be able to get this for you.	\$\$\$	***
Chiffon for Accents	Your local decor company	\$\$\$	****
Follies Stage Set Pieces	Your local printer	\$\$\$	*****
<b>Décor:</b>			
Wall Drape	Your local decor company	\$\$\$	***
LED Up Lights	Your decor or A/V company will have this	\$\$	****
GOBO Projections	Your A/V company	\$\$	*****
<b>Furniture:</b>			
White Couches	Your local decor company	\$\$-\$\$\$\$	****
Footstools	Your local decor company	\$\$-	***
Circle Couches	Your local decor company	\$\$\$\$	****



# SUPPLY LIST

Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Centerpieces:</b>			
Crystal Candelabra	Wild Things <a href="http://bit.ly/crystalcandelabra">http://bit.ly/crystalcandelabra</a>	\$\$-\$\$\$	***
Taper Candles	Candle store on line <a href="http://www.candles4less.com/Taper-Candles">http://www.candles4less.com/Taper-Candles</a>	\$	**
White Faux Rose Ball	Local Decor company or Koyal Wholesale <a href="http://www.koyalwholesale.com/">www.koyalwholesale.com/</a>	\$\$	***
White Feather Topper	Koyal Wholesale <a href="http://bit.ly/1FbmyGa">http://bit.ly/1FbmyGa</a>	\$\$\$	*****
Real Rose Ball	Your local florist	\$\$\$	****
Crystal Votive Stands	Your local decor company	\$\$	***
Crystal Votive Cups	Your local decor company	\$	**
Rose petals, flower heads, etc.	Real flowers at your local florist, artificial Koyal Wholesale <a href="http://bit.ly/1Fbml5N">http://bit.ly/1Fbml5N</a>	\$	**
Silver Trees with Votive Cups	Your local decor company	\$\$\$	*****
Crystal Strands	Shop Wild Things <a href="http://bit.ly/1FbmO7W">http://bit.ly/1FbmO7W</a>	\$-\$\$\$	***
<b>Dinner Set Up:</b>			
Black, white, or black & white table linens	Beyond Elegance <a href="http://beyondelegance.com/">beyondelegance.com/</a>	\$\$	****
Black or white chair covers	Beyond Elegance <a href="http://beyondelegance.com/">beyondelegance.com/</a>	\$	****
Black, white, or gold chair bands	Beyond Elegance <a href="http://beyondelegance.com/">beyondelegance.com/</a>	\$	**

# SUPPLY LIST



Supplies	Source/Notes Vendor Suggestions	Price Range	Value
<b>Bar and Custom Drinks:</b>			
Various Drink Options	Work with your catering company		
<b>Entertainment:</b>			
Paparazzi, camera men, Daily Herald reporters, cigarette girls, flapper girls, Follies performers	All of your entertainment can be found through Associated Entertainment for these sort of events. <a href="http://www.associated.net/midway">www.associated.net/midway</a>	\$\$-\$\$\$\$	****
Dance Team	All of your entertainment can be found through Associated Entertainment for these sort of events. <a href="http://www.associated.net/midway">www.associated.net/midway</a>	\$\$-\$\$\$\$	****
Footmen, chauffeurs	Local talent company	\$\$	****
<b>Photo Ops:</b>			
Photo Frame	Send a Frame <a href="http://www.sendaframe.com/s30/keywords:paper%20folders">http://www.sendaframe.com/s30/keywords:paper%20folders</a>	\$	****
1920s photo booth	Use your local photo booth dealer	\$\$-\$\$\$	****
Print shop car (If actual cars from above are unavailable)	Dogfish graphics <a href="http://www.dogfishgraphics.com/home.html">www.dogfishgraphics.com/home.html</a>	\$\$\$	****