

Vinyl Valentine Rotaract Club of Muskoka

- Started as an in person black tie event, was the club's largest fundraiser (~\$10,000 revenue)
- Changed to an at home date night experience in 2021
- \$100 date night package includes dinner and dessert for two, local beer, bouquet of flowers, candle, homemade games, and Spotify playlist
- Beneficial for supporting local businesses and promoting the club within the community
- Promoted through social media, word of mouth, and local Rotary clubs

Event Date: February 2022

Location: Muskoka

Financial Summary:

Revenue: \$4,800
Tickets: \$3,800 (38 sold)
Title sponsor: \$1,000

Expenses: \$2,228.40

Profit: \$2571.60

Volunteer need: 3

- 3-5 volunteers to organize event and deliver packages

Partnerships:

- Suppliers - donate or provide items at a reduced cost

Lessons Learned / Critical Success Factors:

- Proved to be a successful event during COVID, but plan to return to an in person event when safe
- Support from local Rotary clubs has been an important component of the event's success

Additional Information:

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- [Promotional Description](#)
- [Vinyl Valentine Package Picture](#)