We have held this event on the first Thursday in November. The purpose of this was to give working men a break from their jobs and avoid other events on the weekends, where there is little open times for events. We start at 5pm for registration, with an open bar and soft back ground music. This is followed by a Kosher prime rib dinner and an hour of outstanding entertainment by a Jewish comedian.

The planning for this must start in April to handle Save the Date cards designed by a commercial artist.

This is when the comedian needs to be retained and the invitations designed. The caterer has to be selected and reserved for the event. Anyone who wants details on these items can contact me at 312/215-7004 and at my email [bsneuman@aol.com](mailto:bsneuman@aol.com) or Andy Rosen at 407/921-0129 and at his email [andy@pineloch.com](mailto:andy@pineloch.com).

We had a planning group comprised of key members from each Temple and the Jewish Federation of Greater Orlando. The first year we held meetings every three weeks. The second year the same group participated and we only had to meet every six weeks.

The save the date cards are mailed in Mid July and the invitations are mailed immediately following the High Holidays.

We had a concerted effort to find sponsors from the community. Although we didn’t try to solicit members of each temple as a sponsor, many did step up anyway. If corporate sponsors are your objective, you would need to start your marketing in November (prior year) to talk with those that are forming the budgets for the new year.

From a budgetary situation, 50% of the fee for the entertainer will have to be fronted in May. The retainer for the caterer will occur shortly thereafter.

All fees and expenses are settled after the event and are based on the attendance from each organization.

Registering for the event and receiving payments must also be addressed. In our case the Jewish Federation of Greater Orlando has a web site that was able to accommodate this process.

Our marketing efforts included blast emails to members of all the organizations followed by save the date cards and invitations. The Jewish Heritage Newspaper also assisted by writing and publishing three articles prior to the event and one article immediately following the event.