



T 345 Final - Production Plan

“Taylor Swift and Joe Alwyn Wedding”

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University

SPH-T 345: Special Event Management

Professor Smiley

April 10, 2023

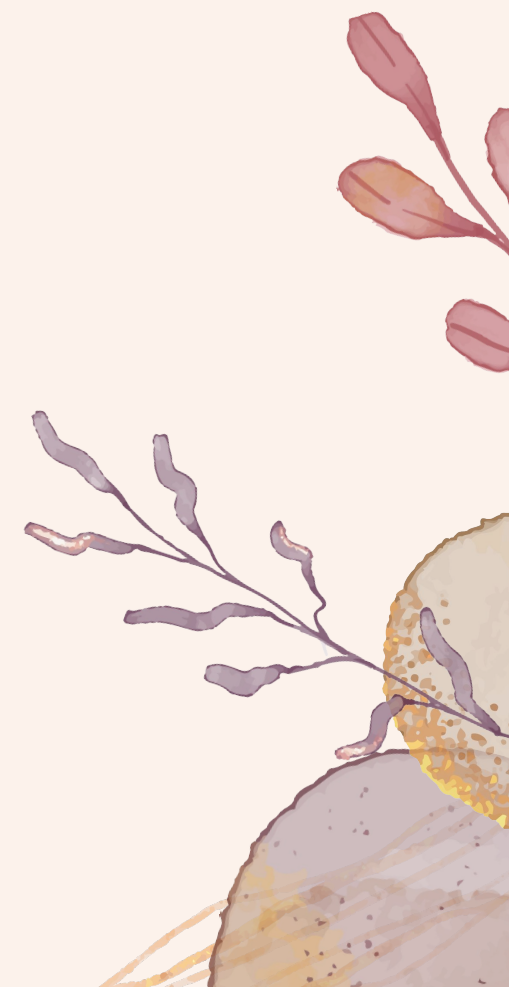


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01

Event Overview

The top corners of the page are decorated with soft, watercolor-style floral illustrations. The top-left corner features a large, pale pink flower with yellow centers and delicate purple stems. The top-right corner shows a cluster of small, round, brownish-purple berries on thin stems, with some pinkish-red leaves. The background is a light, warm cream color.

Event Overview

Join us as we celebrate the wedding of Taylor Swift and Joe Alwyn at the Azaleana Manor in Orange Park, FL. The wedding will occur on April 13, 2024 at 3pm. Due to Swift's long history of performing, and her unique relationship with her fans, the couple has decided to give fans a chance to purchase tickets on Ticketmaster and the Taylor Swift website to be able to join the happy couple vis watch party on their special day.

Location: 12 Kingsley Ave, Orange Park, FL 32073 Orange Park, FL

Venue: Azaleana Manor on the St. Johns River



02

Wedding Invitations



Wedding Invitations



REQUEST THE PLEASURE OF YOUR COMPANY
AT THEIR WEDDING CELEBRATION

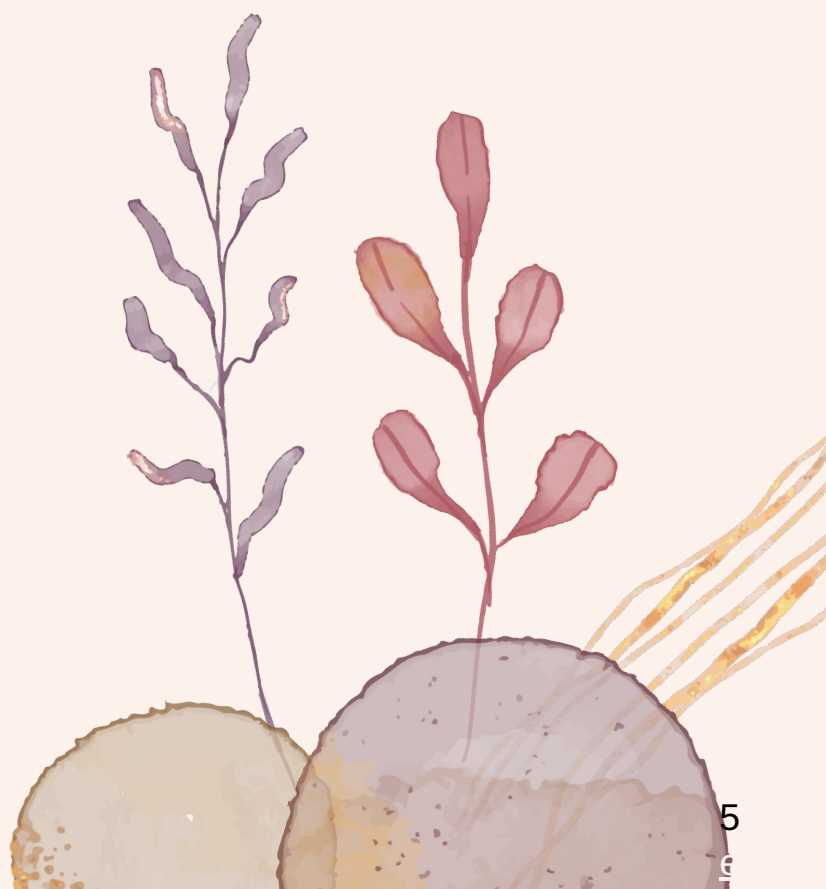
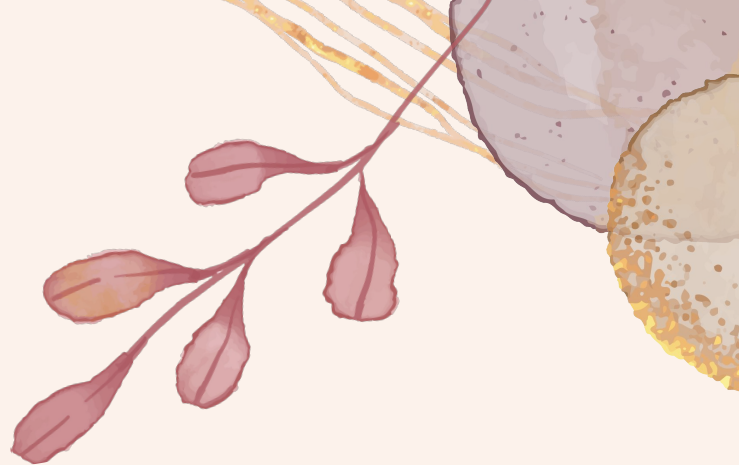
APRIL 13, 2024 AT 3 PM

AZALEANA MANOR ON THE ST. JOHNS RIVER
12 KINGSLEY AVE, ORANGE PARK, FL 32073 ORANGE
PARK, FL

Reception to Follow

03

Venue



Venue



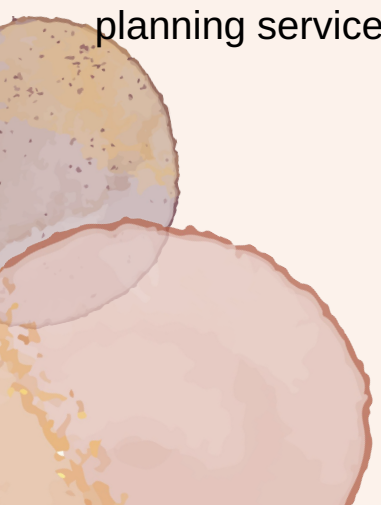
The wedding will take place at the Azaleana Manor on the St. John River in Orange Park, FL. The ceremony will be held outdoors, while the reception will be indoors.

Azaleana Manor sits on 4 beautiful acres of a historic property with captivating views over 3 miles wide of the St. Johns River. The 10,000 square foot Manor has been recently renovated with careful attention to keep its historic charm while attending to every modern convenience. The venue offers a variety of setups in order to accommodate up to 200 guests customizable for your event.

Venue



Some of the included items that will come with the venue for your use while you are with us are:

- Waterfront view
 - Choice of ceremony site
 - Room for an outside tent
 - Outside pavers
 - Outside paver area to use as dance floor
 - Built in bar
 - Onsite Bar service ** at an additional cost** (You bring in your own alcohol)
 - Catering kitchen for use by the caterers of your choice
 - 150 White ceremony chairs
 - 150 Gold chiavari chairs with ivory chair cushions
 - (4) 30" Highboy tables
 - (12) 60" Round reception tables
 - (2) 8ft Rectangular tables
 - Additional tables for Cake, Guests Sign in, Gifts & Entertainment
 - (1) 4ft or 6ft table that may be used as the Sweetheart table
 - White linens - 85" x 85"
 - Crystal chandeliers
 - Ample onsite parking
 - Free Wi-fi
 - Inside air conditioning/heat
 - Full size Restrooms - ADA Compliant/Accessible
-
- Complimentary Onsite Bridal Suite for 1 night stay plus continental breakfast included
- Additional options if you choose to add for additional cost include:
- (5) oversized Suites each with their own private baths to rent for your wedding party, family or out of town guests to stay onsite and includes a complimentary breakfast. One of the suites is fully handicap accessible
 - In house Day-of' coordinator which also offers Full or Partial wedding planning services as well for your convenience
- 

Venue



AZALEANA MANOR
ON THE ST. JOHNS RIVER

CEREMONY & RECEPTION

Rental time includes - 1 hour for rehearsal, 2 hours for setup, 5 hours for event time and 1 hour for clean up. Additional hours can be added for an additional \$500.00 plus tax per each additional hour.

****Major Holidays or Sunday's of a holiday weekend will be charged at a higher rate****

Pricing - Venue Only

Prime Months: March, April, May, September, October, November & December

Saturday \$9800.00 plus tax

Friday & Sunday \$8600.00 plus tax

Monday thru Thursday \$7500.00 plus tax

Mid Months: January & February & June

Saturday \$9000.00 plus tax

Friday & Sunday \$7800.00 plus tax

Monday thru Thursday \$6500.00 plus tax

Low Months: July & August

Saturday \$8000.00 plus tax

Friday & Sunday \$7000.00 plus tax

Monday thru Thursday \$5500.00 plus tax

Payment Information

+ Above rental fees are subject to 7.5% Clay County sales tax. Prices subject to change without notice

Venue



Figure 2: Outdoor ceremony



Figure 3: Venue



Figure 4: Indoor Reception

04

Menu

Menu

LET'S
eat



STARTER

Mozzarella Salad with Parma Ham, Fresh Pesto Dressing and Pine Nuts

MAIN

Chicken Milanese with Artichoke Salad, Lemon Dressing, Crispy New Potatoes and Asparagus

DESSERT

Chocolate Fudge Cake with Seasonal Berries, Fresh Cream or Ice Cream

DRINKS

*Sparkling Water
Red or White Wine*

05

Schedule of Events

Schedule of Events

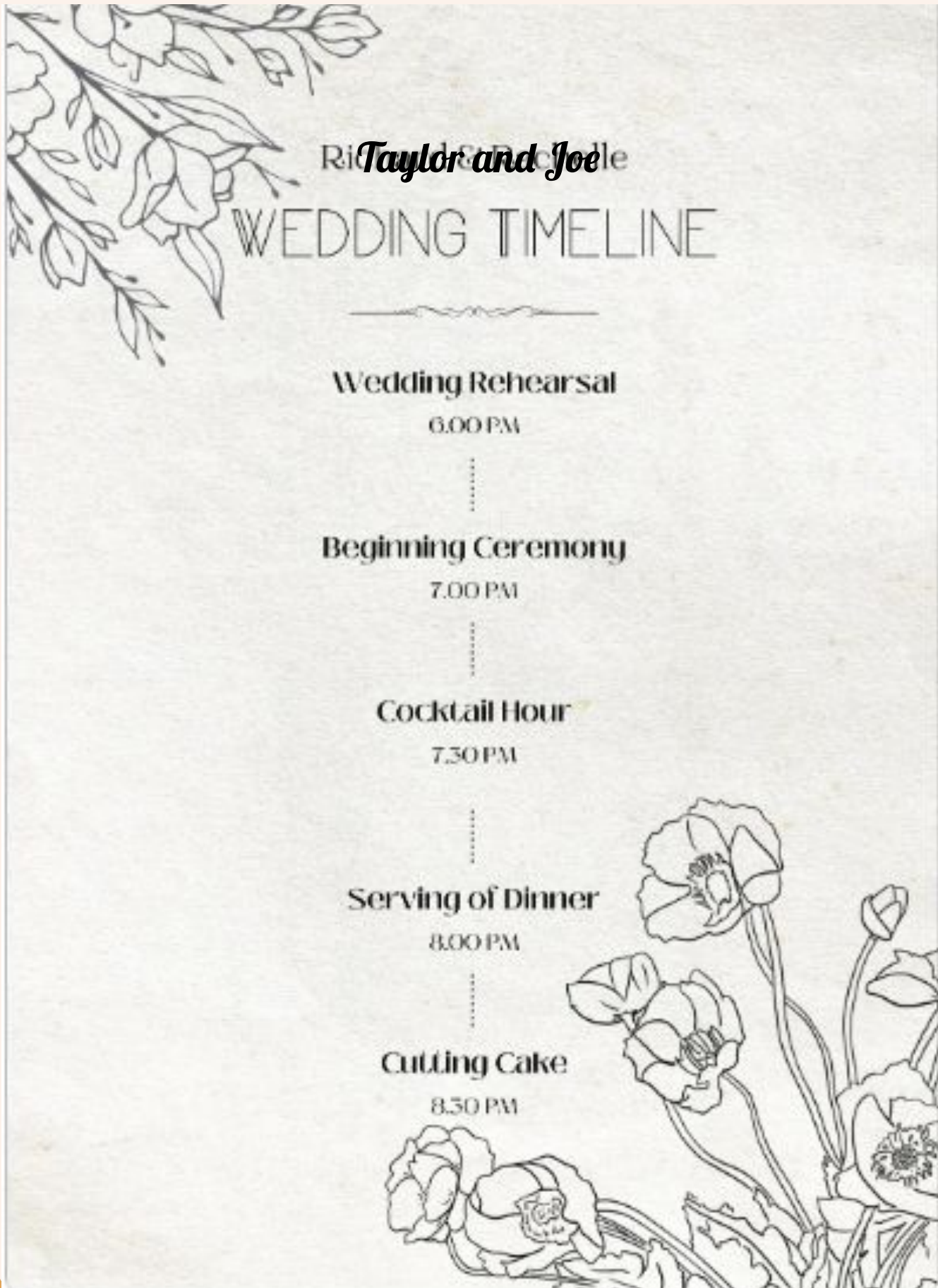


Figure 6: Timeline of events

06

Decor

Decor

Florals

In the floral arrangements there will be a variety of burgundy tess garden roses, white o'hara rose, dark red dahlias, majolica spay rose, and jasmine vine along with baby's breath, burgundy and pink carnations, and peonies.

The florals will be decorated along the arch where the couple will be standing under during the ceremony (refer to figure 7). The bride's bouquet will have eucalyptus for the greenery to thicken the bouquet (refer to figure 8).



Figure 7: Ceremony arch



Figure 8: Bouquet arrangement

Decor

The outdoor venue, for the ceremony, will be decorated with large floral bouquets at the start of every other row. (See figure 10 and figure 11).

The **centerpieces** will be scattered down the middle of the 6 foot wooden tables. There will be a pink and red rose in a mason jar followed by greenery, after each mason jar there will be a lit candle. This pattern will continue down the table (refer to figure 16).

There will be a few pieces of **drapery** scattered around the venue. One of the drapes will be at the arch where the bride and groom will stand during the ceremony (see figure 7). The other drape will be at the sweetheart table, the drape will decorate the table to add a pop of color to the white table cloth (see figure 14).

Decor

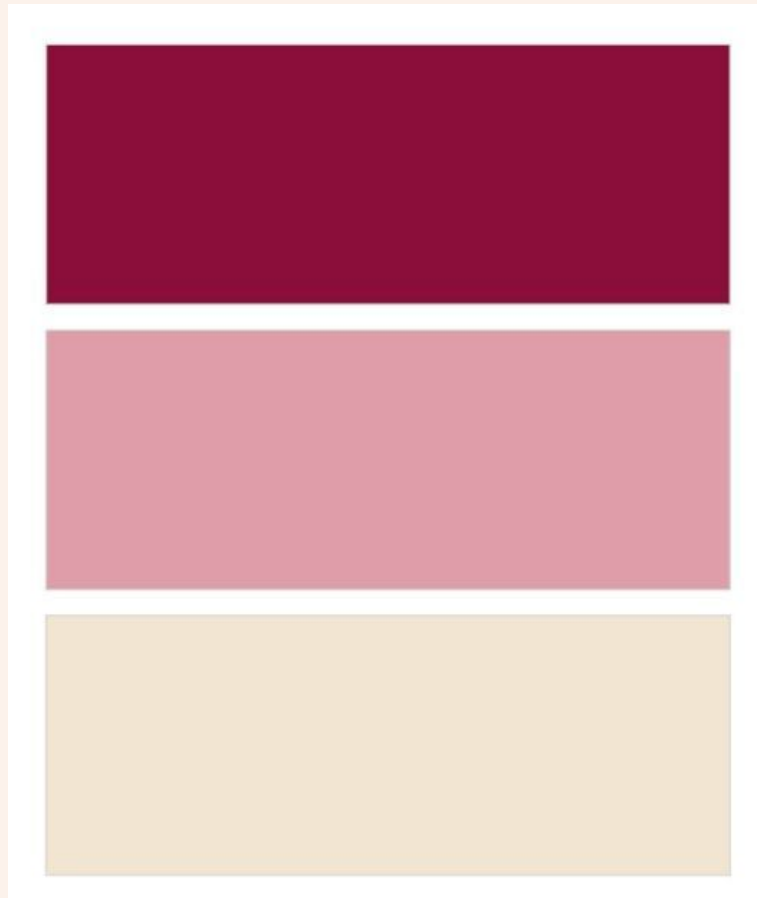


Figure 9: Color Scheme

Decor



Figure 10: Outdoor ceremony



Figure 11: Chair set up

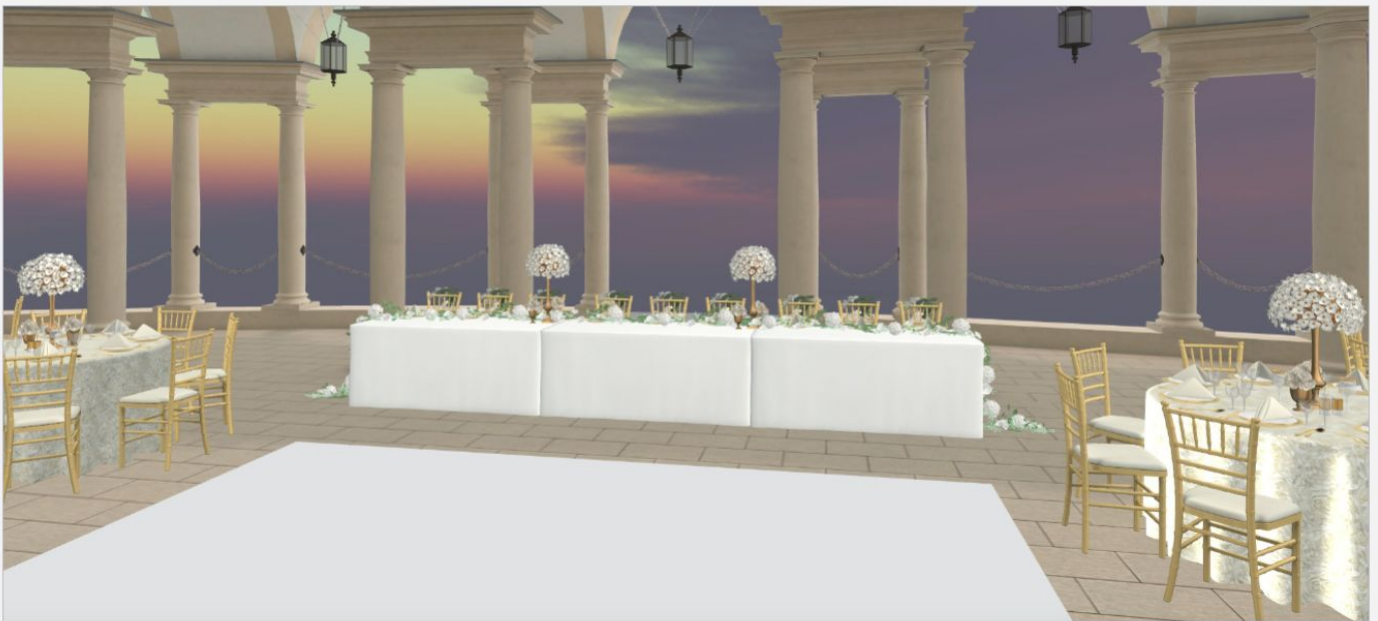


Figure 12: Mock up of indoor set up

Decor



Figure 13: Side view of sweetheart's table



Figure 14: Sweetheart's table



Figure 15: Table and plate set up



Figure 16: Center piece

Decor

The **furniture** will be 6 foot tables for the guests to have dinner at, chairs for the outdoor and indoor venue, and a couch. We believe that this furniture will help the wedding since there will be any options for the guests to sit at.

The couple has requested for there **backdrop** to be a green grass wall with their last name written in neon lights. They plan for the couch to go underneath the lights, and for this location to be used for photo ops.



Figure 17: Couch that will be in front of greenery backdrop for photo opportunity.



Figure 18: Greenery backdrop with the couple's last name in neon lights.

Decor

Figure 15 shows how the reception venue will look once decorated. Each table will be able to sit 8 people, in total we will be able to sit 100 guests plus the bride and groom. The dance floor will be in the center of the room, while the DJ and the equipments in the front. This will allow for the DJ to have full control of the room when it is time to play songs. In the back, behind the sweetheart table will be the bar and the photoshoot area, the photoshoot area will have a greenery backdrop and a couch for guests to sit down and take pictures.

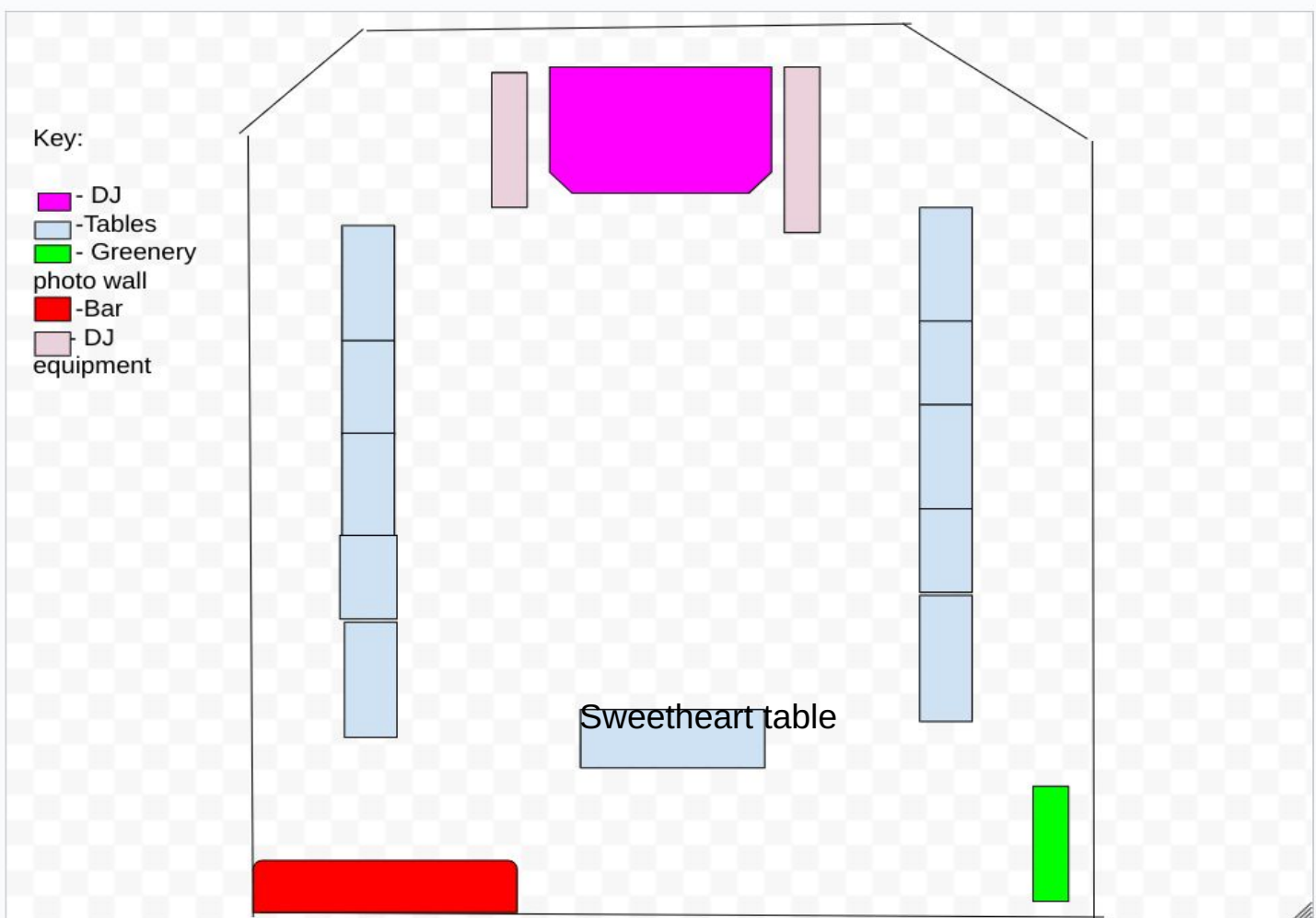


Figure 19: Location and set up of the reception.

07

Audio Systems



Audio Systems

Audio Components

During the ceremony there will be a harp player welcoming the guests and introducing the wedding party. Many guests will be serenaded with the lovely music from the harp. This will bring joy and emotion to the guests and newlyweds.

During the reception there will be a DJ that will interact with guests. They will be in charge of bringing guests to the dance floor by playing music that the bride and groom picked out. They will be catering to the reception and bringing joy to the guests and the newly weds through slow music, fast music and many different genres.



Audio Systems

Equipment Location

During the ceremony, the harp player will be located at the back right of the event. This is to ensure the guests and wedding party can hear the delicate music and enjoy watching the musician perform (see figure 14).

During the reception, there will be a DJ stand at the back of the ballroom that will be propped up on a small stage. This is to ensure the equipment will be safe from anything happening on the floor, from spilled drinks to crowds (see figure 18).

Audio Systems

A/V Diagram

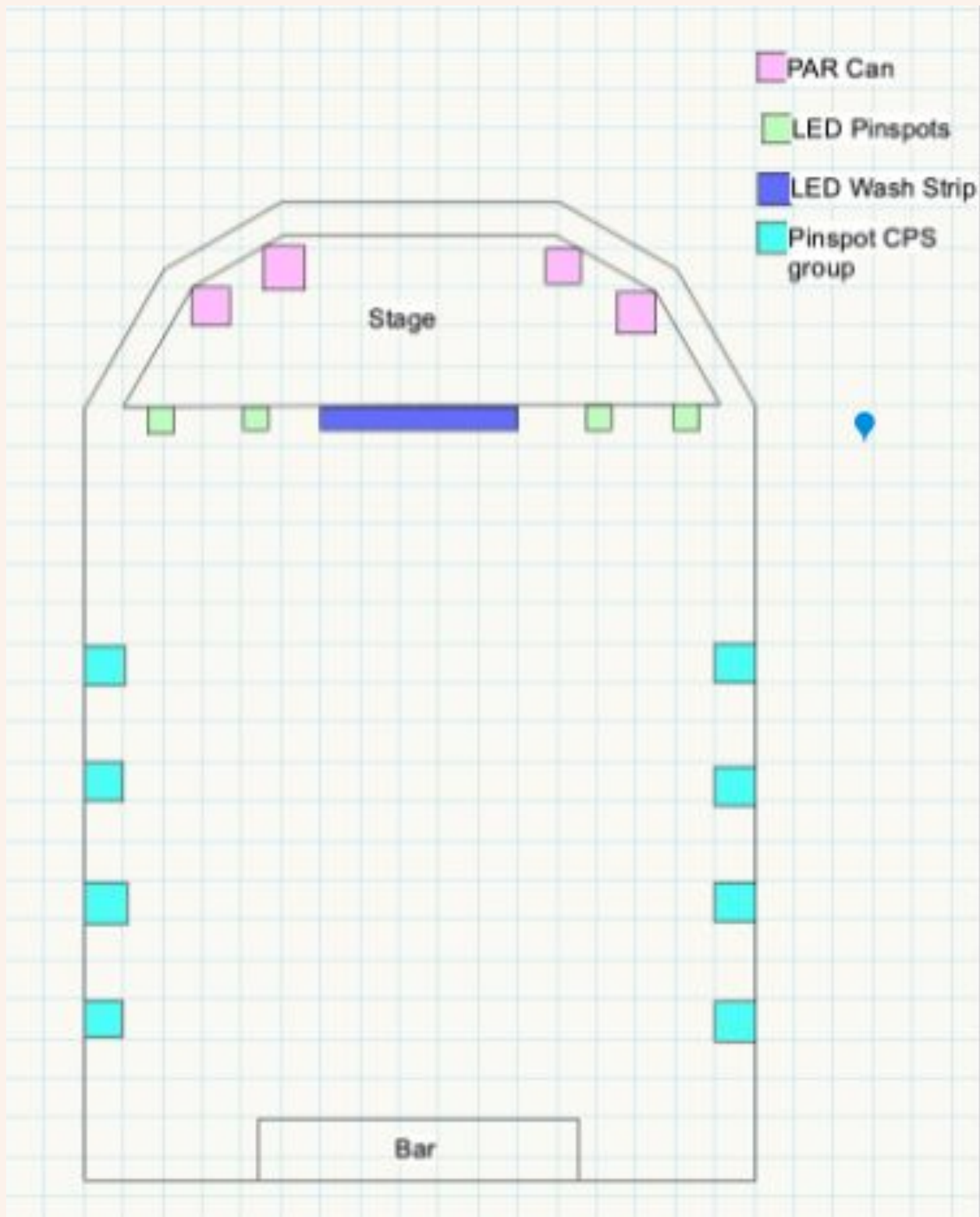


Figure 20: A/V diagram

08

Visual Systems

Visual System

Visual Components

There will be no need for extravagant visual components to the event, however it would be beneficial to have a screen ready for a slideshow of the happy couple. This should be located over the DJ stand since the sweetheart table is located across the room.

Equipment Location

As stated before, the screen would be located over the DJ stand at the back of the room so it can be easily seen by the guests and the sweethearts. The equipment that comes with the screen would be located by the DJ stand, maybe to the side, so there are no technical issues via range of equipment and where the screen is located.



09

Lighting System





Lighting System

Lighting components of our event include a chandelier in the middle of the tent along with candles on the tables and pinspot lights coming from the ground on the sides of the tent.

Since the ceremony is outside during the day, natural lighting will be ideal to create an atmosphere that connects the guests to the nature around them. There will be no need for light fixtures during this time of the event.

With the light fixtures mentioned above, it will not be too bright and create a party atmosphere when the sun goes down for the reception. Since the decor consists of pink tones, the lighting will be white or yellow light to not take away from the decor but rather enhance it.

Lighting System

Equipment location

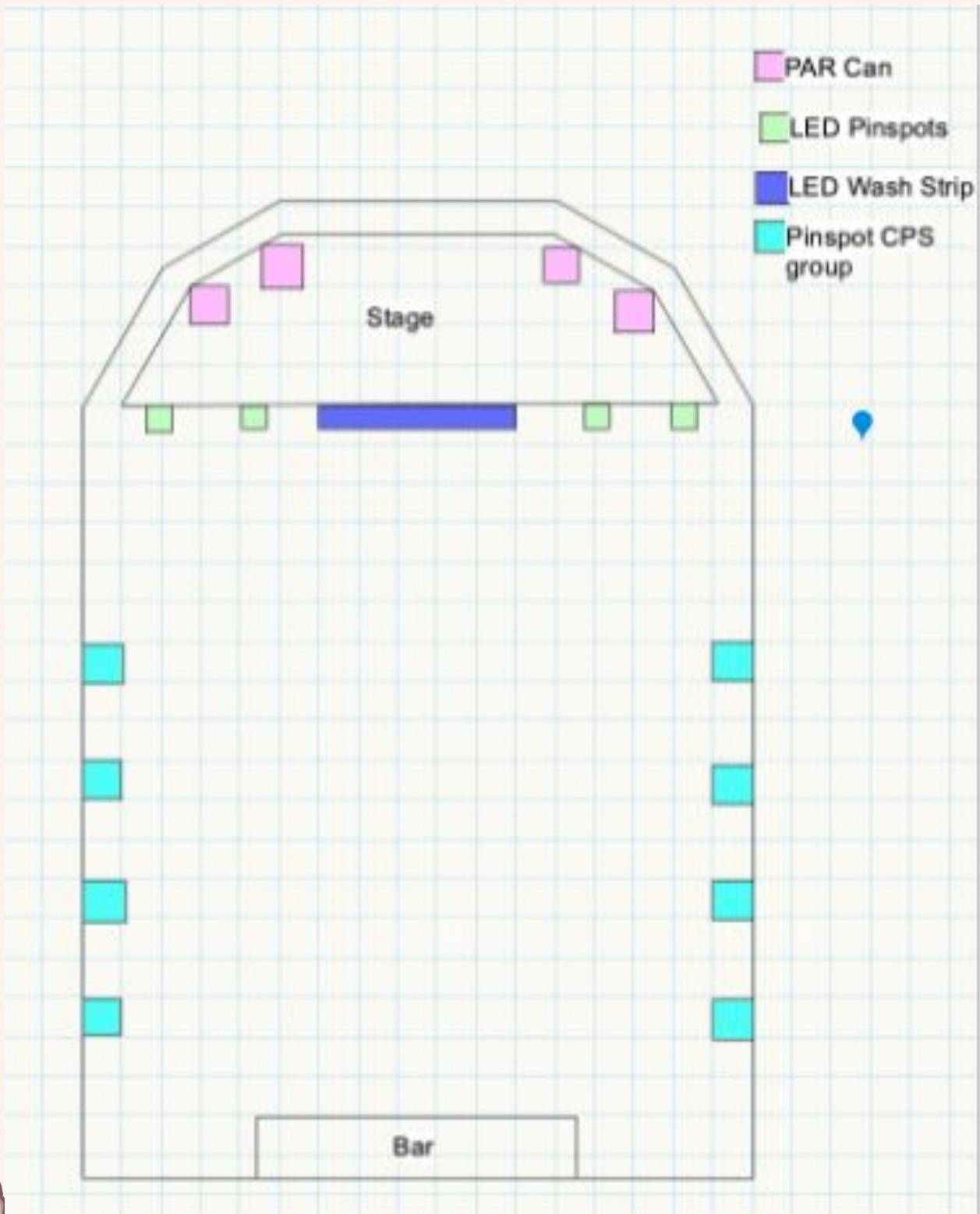


Figure: 21 Lighting location

10

Special Effects

Special Effects

Types of special effects

To help create a party atmosphere, there will be strobe lights and lasers around the DJ stand to entice the guests to dance and have a good time. These will only be used when the sun goes down and the tent needs lighting, but nonetheless they will indicate the guests and party are a time for celebration.

Location of special effects

As stated before, the special effects lighting will be located by the DJ stand. Since the DJ stand is located in the back center of the event, the strobe lights and lasers will be seen everywhere within the event. The strobe lights will be on the floor beneath the stage in front of the flower decor, and the lasers will be hanging on trusses above the stage.

Special Effects

Description of use and timing

As stated before, the special effects will be used when the event gets darker while the DJ is playing music. Obviously, for slower songs like the first dance song (if it is dark outside) will not need strobe lights as the music would not fit that mood. However, the speed of the lasers can be made slower to be used all throughout the night and fit the mood of what the guests should be feeling within the music. It is important for the DJ and the people in charge of the lighting to determine when and how the special effects should be used to create an ambiance.

11

Staging and Stage Design



Staging and Stage Design

Size and shape of stage

There will only need to be a stage for the DJ stand, so the stage will be minimal to ensure there is enough room for guests to wander and socialize. Since there will only need to be enough room for the DJ, the stage will be measured similarly to that of a keyboard player, which is around 30 ft².

The stage will be rectangular and be located across from the sweetheart table in the back center of the tent. This will allow the bride and groom to be the center of attention during the reception, and the DJ will be there to ensure everyone is having a good time.



Staging and Stage Design

Stage accessories

There will not be many accessories for the stage as it is small and enough room for the DJ stand only. However, there will be flowers lining the bottom of the stage to match the flowers in the arches around the wedding party and the centerpieces on the table.

Since the stage is across from the sweetheart table, having too much decor will distract from who the event is for. Keeping the accessories minimal and only to enhance the accessories around the party will make the event seem more cohesive and put together.

Backdrops and drapery

There will be drapes lined around the bottom of the stage to create somewhat of a skirt to help shield the underneath of the stage. It will be white as to no contrast with the flowers also lining the bottom of the stage.

12

Tenting

Tenting

Description and Size

For our tenting, we are going to use a clear tent for the wedding ceremony to ensure that weather does not become an issue. The tent will be located outside and be attached to the building where the reception will be taking place to provide a smooth transition from outside to inside. Since the wedding is going to have 100 guests, the tent will be rectangular and its size will be 40 x 45 square feet to accommodate all of the guests and the altar where the bride and groom will be standing (see figure 14 for example). The clear tent will provide a sense of beauty and elegance since guests will still be able to look at the sky and admire the rain as it falls. By using a clear tent we will also still be able to use the remains of natural light, inside the tent we will hang string lights from the ceiling to provide as much lighting to keep the ceremony visible and fit the aesthetic of the rest of the wedding.

Tenting

Flooring

There will be a ballroom floor over the grass the event takes place in. This will allow for easier movement for the guests to roam, socialize, and dance. The flooring will only be in the tent, so if a guest feels inclined to socialize in the grass outside and enjoy the weather they have the chance to do so.

Location

The tent will be located on the grass outside of the Azaleana Manor next to the water. This location allows for guests to have spectacular views of both the Manor itself, the beautiful water the Manor sits next to, and the trees and nature surrounding the Manor. This location will also allow for easy access into the building if needed in case of inclement weather or safety concerns.

Tenting



Figure 22: Clear tent for the ceremony

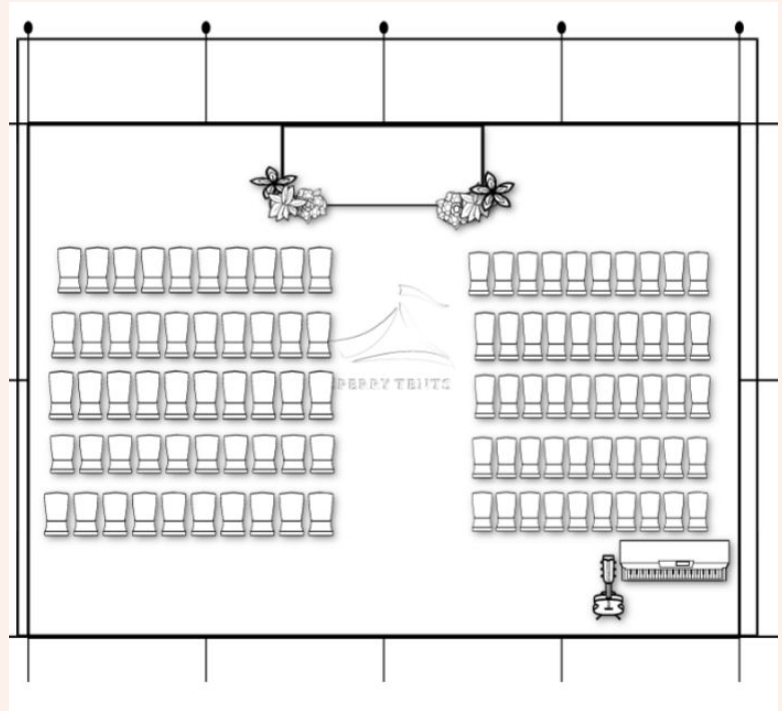


Figure 23: Set up

13

Technical Resources

Technical Resources

Electrical Service Requirements will be around 9,000-10,000 watts of power used for this event due to needing an outside generator for some of the event and a lot of power being drawn from the building during the reception. Due to the event the reception being held outside, there will need to be a generator close to the tent where lights and fans can draw power from. We want to make sure that the guests are kept cool, especially since this event is being held in humid Florida. For the reception, we will be needing power drawn from inside the building to power any lights, DJ, audio, special effects and any power required for food and beverages. The building eclectic costs will be charged to the Azlenena Manor and any costs will be covered in the payment package through the venue. However, generator costs will have to be a rented generator through Twifts event planners.

With all of this power needed the total power calculation is for the indoor reception

Unit	Wattage	Number of Units	Total Wattage
Projector	530	1	530
Speaker	2000	4	8000
DJ System	600	1	600

Total Wattage: 9,130

Technical Resources

Truss Plan is not much for this event due to there not being anything massive hung from a truss. Since this is a wedding event venue they do not have a large stage like you would find at larger stage venues. The only trussing we will be using is free standing truss to elevate any speaker and lights for the DJ.





Technical Resources

Rigging requirements is no rigging will be required for this event due to the small truss element.

Technical Resources

Fencing will be put up around the perimeter of the event due to individuals trying to sneak into the event. We will be renting a metal chain linked fence which will be placed around the entirety of the venue but out of the guests eye. There will be one possible entrance to the event to ensure that individuals are not sneaking into the large event.



14

Risk Management Plan

Risk Management

Snapshot of Event:

Taylor and Joe's wedding will take place on April 13, 2024 at the Alzaenor Manor. We have invited 100 guests.

Command/Leadership & Instructions: (During the Event)

Identify who is leadership roles for the event. List any instructions/reminders for those leading the event.

SAMPLE

- We do have a Command Center on-site with representatives from ATS Wedding and Events. Representatives are: Abby Knaus, Stephanie Belmontes, and Teagan Hueneke.
- Please use your cell phone if you see an emergency.
- We will use the ballroom of the Azaleana Manor for evacuation locations in the case of storms/lightning. Please send them to the main entrance, not any side doors. Coordinate with the Azaleana Manor any arrangements agreed upon.
- IF YOU SEE A MEDICAL EMERGENCY, CALL IMMEDIATELY

On-site, we will have event coordinators and security guards to orchestrate the event and make sure that Taylor and Joe are safe.

Space Information

Azaleana Manor, outside in the garden area.

Safety and Security Information

The company's staff will be on-site to supervise the event and provide assistance when needed.

Medical Planning

The company's staff will be on-site supervising the event. In case of medical emergencies, there will be medical personnel on-site as well to handle extreme situations.

Risk Management

Situation/Condition Monitoring Planning

Explain who is monitoring conditions and how they are being monitored: weather, on-sight safety, monitoring media for information (emergency notifications, outdoor warning systems, etc. Some of this is listed in the sample weather plan below.)

Response Planning

- Weather
- Emergency Notifications
- Announcements

If something is to happen, the company's staff will handle the situation. If for any reason we need to relocate we will guide guests to another section of the manor. We will have someone monitoring weather throughout the event. In case of an emergency, guests will evacuate to safety in another part of the property. All venue policies and procedures will be followed.

Sample Weather

- Sponsoring organization will authorize a person to maintain situational awareness regarding weather. The Weather Monitor (WM) will monitor potential severe weather and lightning during all hours of operation through the use of online tools such as weather.com or local media outlets.
 - There are many services that can be utilized to track weather conditions:
 - AccuWeather (has a risk monitoring system) [accuweather.com](https://www.accuweather.com)
 - Local TV and Radio broadcasts
 - National Weather Service - [weather.gov](https://www.weather.gov)
 - NOAA Weather Radio (NWR)
[nws.noaa.gov/nwr/Broadcasts](https://www.nws.noaa.gov/nwr/Broadcasts) continuous weather information directly from nearest NWS office
 - Weather Bug (real-time wind tracking) [weather.weatherbug.com](https://www.weather.weatherbug.com)
 - Weather Channel - [weather.com](https://www.weather.com)

Risk Management

monitor weather prior to and during event.

Recommended Event Weather Guidance For Outdoor Events For Activities

Proposed EAS Level	Threat	Distance	Time for observed threat *Note times can vary	Safety Actions
	Forecast or observed thunderstorm/lightning/hail	Less than 10 miles from any point of venue	Less than 30 min	Event activities are suspended. Staff, participants, & volunteers are directed to proper shelters
High	Forecast or observed thunderstorm/lightning/hail	10-30 miles from any point of venue	30 min	Event activities are suspended. A mandatory evacuation of the venue begins
Moderate	Forecast or observed thunderstorm/lightning/hail	30-50 miles away from any point of venue.	45 Min	Weather is monitored event officials are notified of elevated lightning monitoring. Voluntary evacuation begins.
Low	Forecast or observed thunderstorm/lightning/hail	Greater than 50 miles away from any point of venue	60 Min	Weather is monitored event officials are notified of elevated lightning monitoring. Voluntary evacuation begins.

Risk Management

- A location and plan for sheltering needs to be described (Identify nearby buildings or intention to have people shelter in their vehicles if possible)
- Event organizers should establish a **notification system** so information can be relayed quickly to event workers. Consider using radios and/or cell phones. Document the contact numbers in your written communication plan/procedure
- Brainstorm possible natural and human emergencies. Consider the following:
 - Possible preformatted warning messages
 - Evacuation locations/routes
 - Shelter locations – discuss with possible locations near outside event venues
- Since there may be limited areas to shelter people, monitoring weather conditions will be imperative. The Weather Monitor should track any approaching severe weather to allow ample time to notify event participants. The weather of significant consideration are tornados and thunderstorms with lightning.
- High winds; gusts over 25 mph or sustained winds over 15 mph, will require immediate evacuation and the lowering of any high-standing equipment
 - Wind gust information would be monitored as a part of the overall weather monitoring for the event. Most online resources will report gust speeds.
- Equipment requiring actionable items for various conditions should be included. Sometimes warranties, University policy, and/or best practices provide details to be considered.
 - All electrical equipment and connections should be covered or bagged in the event of light rain and deactivated in heavy or persistent rain.

15

Insurance

Insurance



Event ► **Coverage** ►

YOUR INSURANCE QUOTE

Total Premium : **\$1,272.33**

Purchase Now

Includes applicable state surcharges and taxes with Multipolicy Discount.

Event Information

Event Type

Wedding Ceremony, Reception, and/or Rehearsal

Event Location

FL

Date of Event *

4/13/2024

Cancellation Coverage Package

Coverages	Limit	Deductible
Cancellation / Postponement	\$175,000	\$25
Extra Expense	\$35,000	\$25
Photographs & Video	\$10,000	\$25
Gifts	\$10,000	\$25
Special Attire	\$10,000	\$25
Special Jewelry	\$10,000	\$25
Loss of Deposit	\$10,000	\$25
Professional Counseling	\$2,000	\$25
Cancellation Premium:		\$1,035

Liability Coverage

Liability Coverage	Limit	Deductible
General Aggregate	\$2,000,000	\$0
Each Occurrence	\$1,000,000	\$0
Property Damage	Included	\$1,000
Host Liquor Liability Included		
Liability Premium:		\$221

16

Budget



54

17

Conclusion



Conclusion

In conclusion this event is going to be eye catching and inviting to various groups of people such as the newlyweds families and Taylor swift fans. Not only will it bring more attention to Twift and grow her business even more, it will giver her fans to have a more personal experience with Swift. Taylor Swift has always been an artist who cares very deeply about her fans and by giving them this experience, it will grow this relationship and continue to grown Taylor Swifts good reputation.

No only is this event great for Taylor Swift's brand, this event will also bring in a large amount of revenue for all parties involved due to the high demand for tickets. Even the venue will have a high value of inquiries after the event because a well known celebrity had their own event in this location.

Overall, we believe this event to be a very successful event that will draw a lot of business and attention while also being financially successful and lucrative.

18

Resources

Resources

Allstate Insurance Company | you're in good hands. (n.d.). Retrieved April 30, 2023, from <https://www.allstate.com/>

Amazon.com. spend less. smile more. (n.d.). Retrieved April 30, 2023, from <https://www.amazon.com/>

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Shop for handmade, vintage, custom, and unique gifts for everyone. Etsy. (n.d.). Retrieved April 30, 2023, from <https://www.etsy.com/>

Union Board. Indiana Memorial Union. (2023, April 30). Retrieved April 30, 2023, from <https://imu.indiana.edu/union-board/index.html>

What size generator do I need for an outdoor wedding. What Size Generator Do I Need For An Outdoor Wedding. (n.d.). Retrieved April 30, 2023, from <https://www.generatorsales.uk/what-size-generator-for-outdoor-weddings#:~:text=How%20Much%20Power%20Does%20Your%20Wedding%20Require%3F%201,7%20Tent%20Lights%20%28incandescent%29%3A%205%20amps%20per%202-6>

19

Appendix



Subsections

A: Miscellaneous

B: Venue

C: Decor

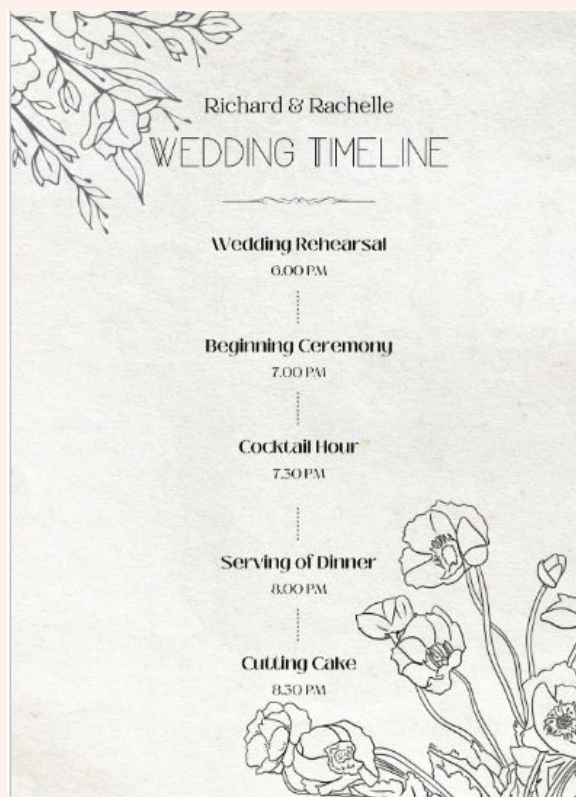
D: Set Up

A.1, A.2, A.3



A.1: Invitations

A.2: Menu



A.3: Wedding Timeline

B.1, B.2, B.3



B.1: View of outdoor venue for ceremony

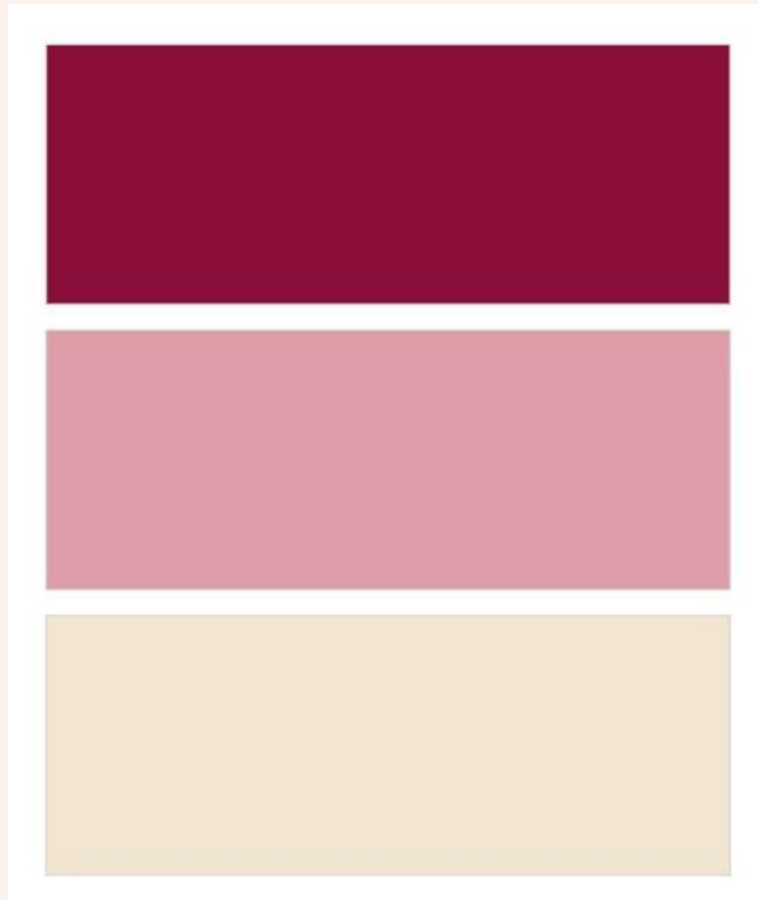


B.2: Outdoor view of Venue



B.3: Indoor view of Venue for reception

C.1



C.1: Color Scheme followed

C.2, C.3, C.4, C.5, C.6



C.2: Arch decor



C.3: Bouquet arrangement



C.4: Ceremony aisle arrangement



C.5 & C.6: Sweetheart table decor

C.7, C.8, C.9, C.10



C.7: Table set up



C.8: Centerpieces

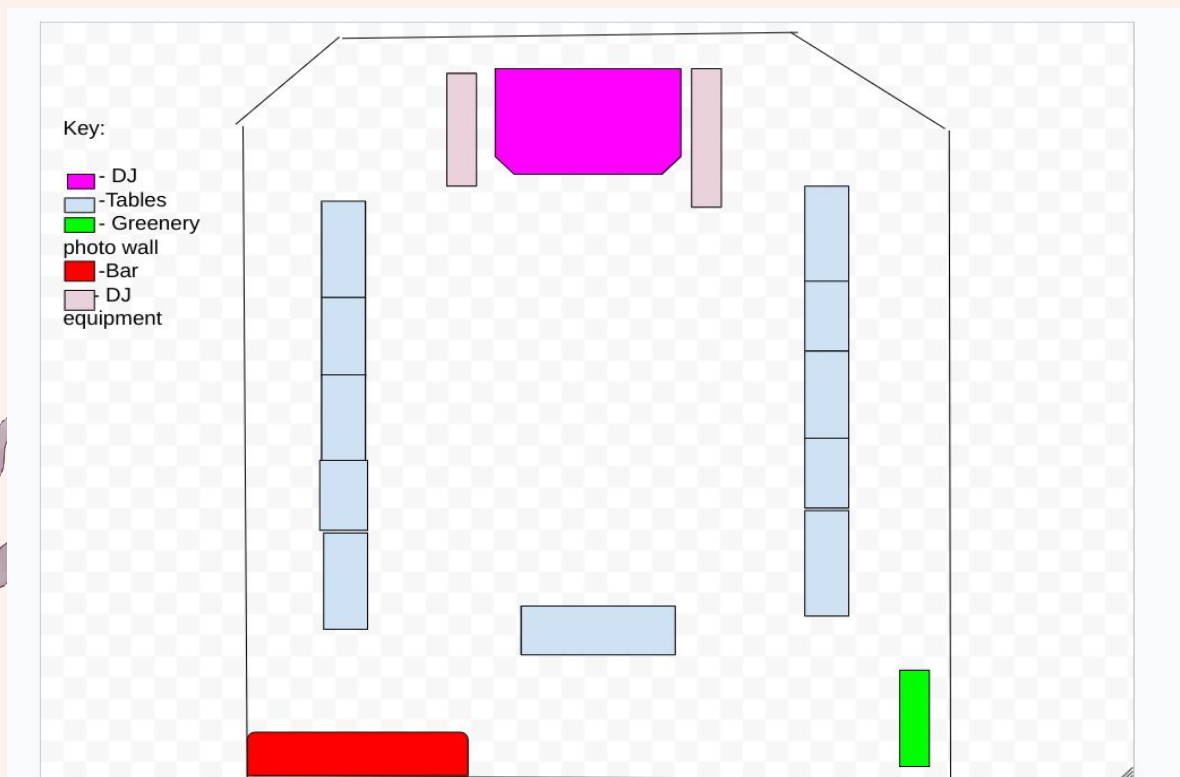


C.9 & C.10: Photoshoot area, greenery and couch set up

D.1, D.2

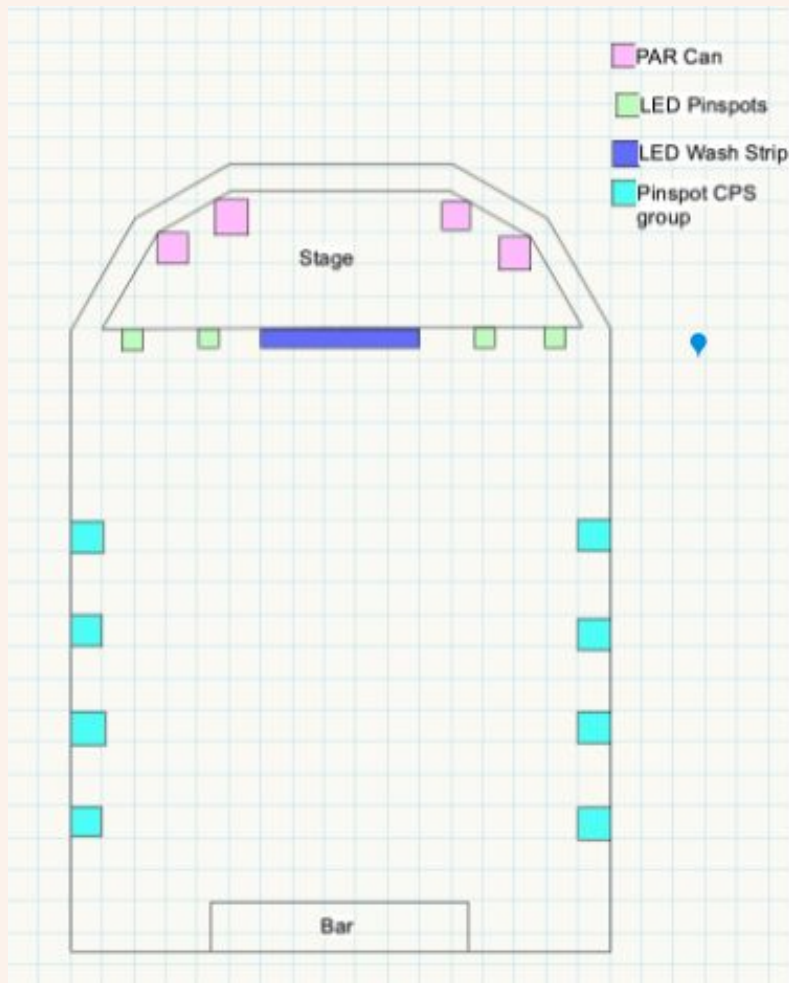


D.1: Mock up of reception set up



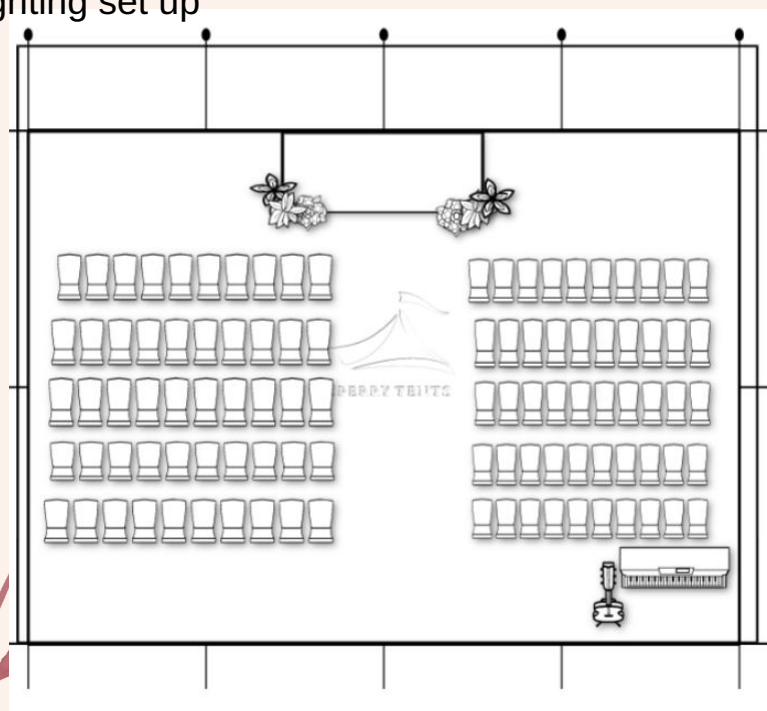
D.2: Diagram of Venue reception set up

D.3, D.4, D.5



D.4: Tenting

D.3: Diagram of lighting set up



D.5: Ceremony set up

Thanks!

Do you have any questions?

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