

Charity Ball Executive Committee 2017-2018

Description: Acting as one of Western's oldest school-wide traditions USC Charity Ball holds the title of Western's largest formal event of the year. Each year a local charity is selected as the event's recipient in order to increase charity awareness and raise funds. The USC Charity Ball committee will work together to plan and execute an outstanding charity event.

USC Charity Ball is looking for creative and talented students to join the executive committee!

Available Positions and Descriptions:

Marketing (3)

- Develop an ongoing comprehensive marketing plan to be used throughout the year
- Plan new and creative promotional campaigns throughout the year to raise awareness of the event and the chosen charity
- Maximize the use of social media and in-print promotion to reach a wide range of students
- Schedule all media releases, campaigns, and events to ensure a cohesive and well organized marketing plan
- Operate and maintain all social media platforms while managing an advertising budget
- Work with the graphics portfolio to create all promotional materials to be uploaded or printed

Communications (2)

- Act as the main liaison between various influential groups among campus to help spread awareness
- Present at various meetings across campus to spread information, encourage ticket sales and garner feedback (includes soph, residence staff, clubs, and council meetings)
- Create and maintain connections with various clubs, committees, and groups among campus

Graphics and Media (2)

- Create all graphics and multimedia as needed throughout the school year to be used online and in print
- Use creative energy and idea's to aid in branding

Charity Awareness (2)

- Aid with the organization of charity recipient applications and selection
- Bring awareness to chosen charity along with its mission and goals for the future
- Maintain a positive relationship with chosen recipient and relay any important information between them and the committee
- Incorporate the charity into Western's community through volunteer services and awareness

Atrium Week + Launch Party (2)

- Plan and execute 2 major promotional events leading up to Charity Ball
- Organize all aspects of launch party including venue, booths, and any required promotional materials
- Plan all aspects of atrium/promotional week along with decorations, atrium booths, posters, and giveaways

Lookbook (2)

- Oversee the creation of the annual Charity Ball Lookbook until full completion
- Gather and organize all student models
- Work with Sponsorship to source dress and accessory sponsors
- Work with Graphics to create and design the final lookbook until its print and distribution both in-print and online

Theme (2)

- Think outside the box and pick an original theme embodying Charity Ball
- Source all decorations, colour palettes, and props to be used on the day of the event
- Work with other portfolios to ensure proper branding and cohesive representation of theme through the use of graphics and decorations
- Organize layout of the venue to best suit the needs of the event and the students

Finance (1)

- Manage all incoming and outgoing expenses incurred over the school year
- Work diligently with other portfolios in order to manage their needs and expenses

Sponsorship (3)

- Create and distribute a comprehensive and universal sponsorship package to various local businesses
- Negotiate all monetary and general sponsorships to be used for the promotion of the event and charity
- Maintain positive line of communications with all sponsors and incorporating their needs and requests