

# Braggsgiving 2025: Event Proposal

**Prepared for:** 319 Bragg

**Prepared by:** Julianna DiVicino

**Date:** October 28, 2025

**Event Date:** Thursday, November 20, 2025

**Time:** 5:00 PM – 7:30 PM

**Location:** 319 Bragg Clubhouse

## Event Overview

This year's **Braggsgiving** celebration will serve two purposes:

- To **celebrate the completion** of our recent construction project.
- To **express gratitude** to residents for their patience, understanding, and loyalty during the process!

The event will blend a traditional Thanksgiving theme with a tone of appreciation and community reconnection, featuring catered food, fun activities, and a charitable component through the **Beat Bama Food Drive!**

## Event Objectives

**Rebuild Resident Relationships:** Reinforce trust and satisfaction after the disruption caused by construction.

**Promote Community Engagement:** Encourage residents to connect with staff and each other in a positive, low-pressure environment.

**Support a Charitable Cause:** Collect canned goods for the Beat Bama Food Drive as part of our commitment to giving back. Bins will be available in the office from Nov. 2 - Nov. 20

**Increase Retention & Reputation:** End the semester/year on a positive note, strengthening resident loyalty and property image.

## Event Theme

**“Braggsgiving: Thankful for YOU”**

The dust has settled, and we're thankful for you.

This theme acknowledges the challenges residents faced while also focusing on gratitude, renewal, and the excitement of enjoying all the advancements 319 Bragg now offers!

## Proposed Agenda

<b>Time</b>	<b>Activity</b>	<b>Description</b>
<b>5:00 PM</b>	<b>Check-In &amp; Donation Drop-Off</b>	Residents are asked to drop off three or more canned goods in the leasing office bins for the Beat Bama Food Drive. RSVPed residents will receive entry. Staff distribute raffle tickets upon check-in.
<b>5:30 PM</b>	<b>Welcome Remarks</b>	Kassiey/Julianna offers a short welcome speech, acknowledging residents' patience and celebrating the project's completion!
<b>5:45 PM</b>	<b>Dinner Service</b>	Catered meal from Six Dollar Café; guests seated throughout the clubhouse.
<b>6:15 PM</b>	<b>BINGO</b>	3 rounds of Thanksgiving BINGO with small prizes.
<b>6:45 PM</b>	<b>Giveaway Raffle</b>	Drawings for resident giveaways and local gift cards.
<b>7:00 PM</b>	<b>Closing Toast &amp; Group Photo</b>	Team thank-you toast; group photo for social media and future marketing use.
<b>7:15 PM</b>	<b>Event Wrap-Up</b>	Dessert service, mingling, and music. Care packages are set out for residents to take upon leaving.

## Event Features

**Catered Dinner** – Provided by *Six Dollar Café*

**Bar Service** – Beer, wine, cider, and non-alcoholic options (staffed by licensed server).

**BINGO & Raffle Prizes** – Fun, casual games with incentives.

**“Thank You” Care Packages** – Small take-home gifts as a token of appreciation.

**Beat Bama Food Drive Partnership** – Encouraging resident participation through canned good donations.

## Decor & Atmosphere

- **Décor:** Warm fall tones, pumpkins, string lighting, and “Thankful for You” signage. Potentially before and after signage. Extra tables and chairs set up with tablecloths.
- **Music:** Curated fall playlist throughout the clubhouse
- **Entertainment:** Thanksgiving film “Friendsgiving” playing on TV

## Marketing & Promotion

- “Thank you” flyers and posters displayed throughout the property.
- Social media campaign on Instagram with RSVP reminder.
- Email and text invitations sent to all current residents.
- Incentive: RSVP by donating 3+ canned goods to enter an exclusive raffle.

## Estimated Budget

Category	Details	Estimated Cost
<b>Catering (Six Dollar Café)</b>	Full meal service for ~100 residents	<b>\$1,500</b>
<b>Beverage Service / Bar Setup</b>	Beer, wine, cider, sodas, ID check station	<b>\$1,000</b>
<b>Décor &amp; Supplies</b>	Table linens, signage, fall decorations, utensils	<b>\$250</b>
<b>Giveaway Raffle Prizes</b>	Gift cards, local business prizes, promo items	<b>\$500</b>
<b>“Thank You” Care Packages</b>	Cozy socks, cocoa packets, candles, or mugs (first 50 residents)	<b>\$400</b>
<b>Games &amp; Prizes (BINGO)</b>	Small gift prizes/gift cards	<b>\$150</b>
<b>Marketing Materials</b>	Flyers, social media graphics, printing	<b>\$150</b>
<b>Contingency (10%)</b>	Buffer for last-minute costs	<b>\$395</b>

**Total Estimated Cost: \$4,345**

## Expected Outcomes

- Strengthened resident satisfaction and retention through positive engagement.
- Increased sense of community and good rapport post-construction.
- Enhanced property reputation via resident word-of-mouth and social media coverage.
- Charitable impact through the Beat Bama Food Drive contribution.

## Approval Requested

Prepared By                      Julianna DiVicno

Date                                      October 29, 2025

Approval By                      \_\_\_\_\_

Approved Budget                \$ \_\_\_\_\_