



ELEVATING EMPLOYEE ENGAGEMENT  
AND GIVING BACK:

# DESIGNING GIVETOBERFEST



# BRINGING CORPORATE TEAMS TOGETHER THROUGH **GIVING**

In October 2024, Event Experience partnered with a loyal corporate client to produce their annual Givetoberfest, a dynamic, Oktoberfest-themed event focused on boosting morale and giving back to the community.

This event combined festive entertainment with meaningful impact, featuring a large-scale hygiene kit-building activity for refugees, a curated beer garden, and elevated catering.

The addition of local nonprofit partners and interactive experiences, like cuddling puppies and kittens, made the event truly unforgettable.

## Key Objectives:



**Impact:** Partner with the International Rescue Committee (IRC) to assemble 1,000 hygiene kits for refugees and collaborate with other local nonprofits to provide additional opportunities for giving back.



**Fundraising:** Achieve or exceed \$140,000 in donations through employee contributions during event registration.



**Engagement:** Increase attendance and ensure employees feel actively connected to the event's purpose.







## GOALS ACHIEVED **SURPASSED.**

By the end of the event, we ensured that all goals were not only met but surpassed:

💰 \$150,000 raised

🍺 The highest attendance to date

☀️ 1,000 completed kits ready for distribution





# BEHIND THE SCENES: **TACKLING THE BIGGEST HURDLES**

Planning Givetoberfest presented unique logistical challenges for an outdoor, community-focused event that combined corporate volunteering with festival-style activities:

## **Key Challenges:**

**Outdoor Setup:** Managing unpredictable October weather, lack of on-site power, and extensive permitting for a beer garden.

**Tight Timeline:** The event was booked in July and executed in October, leaving just three months for comprehensive planning.

**Complex Logistics:** Coordinating a multi-step hygiene kit-building activity, partnering with multiple nonprofits, and planning interactive activities like pet cuddling sessions.

**Event Experience leveraged its expertise to address these hurdles. By collaborating with city officials in Redmond for permits and using satellite mapping tools to optimize outdoor layouts, we streamlined operations.**

**Our detailed pre-event planning ensured every vendor's load-in was executed flawlessly, even with space constraints from pre-erected tents.**





## CREATIVE CONCEPT AND PLANNING

The concept was to blend the spirit of Oktoberfest with an elevated fall aesthetic, avoiding a “drinking-centric” theme. We infused blue-and-yellow checkered patterns with fall tones and floral centerpieces, creating a warm, inviting atmosphere.

Monthly planning calls with the client, IRC, and local nonprofit partners ensured every detail was thoughtfully integrated. Guests could engage directly with representatives from organizations supporting causes like food insecurity and animal welfare.

Activities included assembling hygiene kits, supporting a local food bank, and enjoying a “cuddle corner” with puppies and kittens from a nearby pet shelter.





## EVENT HIGHLIGHTS

The three-hour event, held on a Thursday, featured a range of memorable elements:

- **Kit-Building Success:** Attendees built 1,000 hygiene kits, an increase from the original 750 due to last-minute client-requested additions. IRC praised the smooth execution, calling Event Experience a “logistical mastermind.”
- **Local Nonprofit Engagement:** Guests interacted with representatives from local charities, supported a food bank, and learned about ways to get involved beyond the event.
- **Pet Cuddle Corner:** The addition of adoptable puppies and kittens brought by a local animal shelter provided a heartwarming and relaxing experience for attendees.
- **Elevated Catering:** Guests enjoyed German-inspired dishes like bratwurst, pretzels, vegan options, and fall desserts, presented in a polished, grab-and-go style.
- **Festive Touches:** Entertainment included arcade games, a DJ, photobooth, yard games, and a curated beer garden. Decor was carefully designed to complement the event’s theme without overshadowing its mission.





## RESULTS AND CLIENT FEEDBACK

The event achieved exceptional results:

- **\$150,000 Raised:** Employees donated generously, exceeding the fundraising goal.
- **Unanimous Praise:** For the first time, the client's leadership team had "no notes" for improvement.
- **Impactful Give-Back:** IRC hailed the kit-building as the fastest and smoothest they had ever experienced.







“Thank you so much for making the event such a huge success. You are amazing partners and a joy to work with on planning and execution.

The kit build was a masterclass in logistics. We received great feedback on all event elements.

Looking forward to Givetoberfest 2025!”

**BRITTANY - DIRECTOR OF BUSINESS MANAGEMENT**



A large wooden sign with a blue and white diamond pattern background and the word 'Givetoberfest' in a brown, gothic-style font. The sign is mounted on two wooden posts. In the background, there are trees with yellow autumn leaves and a modern building.

# Givetoberfest

## LESSONS LEARNED

This event underscored the importance of precise planning for outdoor venues and accurate measurements for fencing and layouts. Leveraging tools like satellite mapping and collaborating closely with vendors proved invaluable.

## CONCLUSION

Givetoberfest 2024 was more than just an event; it was a celebration of community, creativity, and purpose. Event Experience's ability to elevate every aspect, from decor to logistics, ensured a memorable day for attendees and lasting impact for those in need.





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contact us via our [website](#) or email at:  
**[hello@eventexperience.com](mailto:hello@eventexperience.com).**

[hello@eventexperience.com](mailto:hello@eventexperience.com)  
206-878-2322  
[www.eventexperience.com](http://www.eventexperience.com)

