



# Holiday Lights Tour

# Holiday Lights Tour

A fun event to celebrate and enjoy the holidays!



**C**ost: Average base cost of a motor coach rental is \$500-\$600 + food cost + gifts.

**T**our Ideas: Here are some suggestions of places you could take your Holiday Lights Tour.

- Drive to a place in your area that puts on a holiday lights show (i.e. some zoos, campgrounds, etc. do seasonal light shows).
- The motor coach rental place may have suggestions or can plan the tour around your city.
- Bring your family! This has been one of the biggest impacts with this event.
- Some cities already host motor coach holiday light tours, call them and see if you can set a date/time for a private tour for your group.

*Remember, the purpose of this event is for you to socialize with your client and their referred friend. If you plan on inviting more than the motor coach can hold (most accommodate 50-60), you will need to have more than one event date. It's impossible for you to be two places at once, so don't have several busses following each other - remember the purpose?*

**W**ho/How Many to Invite: You can base who you invite on past response and who you think would bring you the best referrals. The goal would be to invite at least 25 clients, who would bring 25 referrals for a total of at least 50 at each event.

**I**ntroduction: Before you get the event underway take a minute to introduce yourself and your business. A fun way to break the ice but still get your point across is to say something like, "Hi many of you know me as Bob Jones with Jones and Associates, today/tonight is purely a fun and social event but my account tells me that I need to say something about my business in order to write this off, so....( add a sentence or two about what you specialize in or your unique 5Q)"

**I**nvitations: At the back of this section we have included a sample invitation. You can bring this to your local printer and have them make one specific to your event and needs. The fee for this service is nominal. Based on how many you are planning to invite, you may need to mail the invites to specific individuals or it can be added to and sent out with your client newsletter for a larger group.

**R**SVP: When taking reservations for the upcoming event and on your outgoing office message (if people RSVP after hours), make sure to reiterate that the "ticket in" is for them to bring a friend. This is as simple as asking them for their friends name or on the message asking them to leave the name of the friend that will be attending with them.

## My General Event Plan

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Day: \_\_\_\_\_ Event date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Event time: \_\_\_\_\_ How many: \_\_\_\_\_

### General Itinerary:

Touring/route: \_\_\_\_\_

or

Destination site: \_\_\_\_\_

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# Holiday Lights Tour Event Check List

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## **8 Weeks Before Event Date:**

- Bus reserved/discuss details
- Contact destination site (if applicable)

## **6 Weeks Before Event Date:**

- Prepare invitation list
- Bring invitation to printer (or create your own)
- Bring *Personal Organization Kit Brochure* to printer

## **5 Weeks Before Event Date:**

- Mail invitations

## **3 Weeks Before Event Date:**

- Purchase gifts/prizes/game items/raffle tickets
- Contact bakery to order cookies & brownies

## **1 Week Before Event Date:**

- Make attendance list from RSVP's
- Confirm details with bus company
- Confirm details with destination site (if applicable)
- Confirm order with bakery

## **Week Of:**

- Make "Personal Organization Kit Packets"
- Make nametags

## **Day Of:**

- Double check you have all items needed, including a cash tip for the bus driver
- Have FUN!!!

## **Day After:**

- Enter all of your new referrals into your drip list
- Prepare individual thank you cards
- Print pictures and display in office

# Holiday Lights Tour Event Planning Details

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**R**eserve Bus Company: To make planning easier, you may want to ask for ideas on a great place to go or route to take to see the best holiday lights. Make sure to ask how many the bus seats, and how many hours the rental fee is for. If you are planning on having food and drink on the bus, ask if it's allowed. If taking a tour (versus driving to a location), ask if there are specific or historical sites to highlight - this will allow you to be the "tour guide" and call attention to the site as well as giving background information.

**Reserve Bus Company - TIP: look for "Charters and Tours" in the Yellow Pages**

Name of Bus Company: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Contact: \_\_\_\_\_

Price:\$ \_\_\_\_\_ For how many hours: \_\_\_\_\_ Bus seats how many: \_\_\_\_\_

Discuss general itinerary with bus company or ask if they have any holiday lights tour packages:

Itinerary: \_\_\_\_\_

Suggestion: \_\_\_\_\_

I plan to have food and/or drink on the bus (make sure to ask):

Is food/drink allowed on the bus? \_\_\_ Yes \_\_\_ No

Taking a scenic tour: (may want to ask):

Are there historical sites or areas to highlight on the route I can reference? \_\_\_ Yes \_\_\_ No

What/where: \_\_\_\_\_

\_\_\_\_\_

Additional details: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**C**ontact Destination Site: If you are planning to stop at a destination there are several items you may want to discuss with them to make planning easier, and in the end "**wow**" your clients and their referrals. Ask if someone could personally greet your group upon arrival.

**Contact Destination Site:**

Name of business: \_\_\_\_\_

Phone number: \_\_\_\_\_ Contact: \_\_\_\_\_

Discuss general itinerary with the business and what you would like to do/tour or ask for suggestions:

Number on tour: \_\_\_\_\_ Time of arrival: \_\_\_\_\_ Length of tour: \_\_\_\_\_

General itinerary/suggestion: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*(Contact Destination Site continued)*

Is someone available to greet the tour: \_\_\_ Yes \_\_\_ No Name: \_\_\_\_\_

Additional details: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**F**ood: Food for this may vary. You may plan to have food catered at your office (appetizers, drinks, etc) or snacks and baked goods on the bus. Feel free to ask the bus company for suggestions and if they allow food and/or drink on the bus.

**Reserve Caterer** (if having food at your office beforehand)

Name of caterer: \_\_\_\_\_  
Phone number: \_\_\_\_\_ Contact: \_\_\_\_\_  
For how many people: \_\_\_\_\_ Will the food be delivered or will you pick-up: \_\_\_\_\_  
Delivered/pick-up from where: \_\_\_\_\_ Time: \_\_\_\_\_  
Menu selection: \_\_\_\_\_ Price per person: \$ \_\_\_\_\_



Additional details: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Snacks/Beverages (cookies, brownies, hot cocoa, coffee, water etc.)**

Item: _____	How many: _____	Item: _____	How many: _____
Item: _____	How many: _____	Item: _____	How many: _____
Item: _____	How many: _____	Item: _____	How many: _____
Item: _____	How many: _____	Item: _____	How many: _____

Additional details: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**G**ifts and Games: There are many great gift ideas that cost well under \$5.00 - candles, picture frames, kitchen towel sets, local gift cards, scratch-off lottery cards etc... Raffles are a fun way to give the gifts away. Rolls of raffle tickets are sold at most party supply stores. You could also play Bingo or a variety of other games and give prizes to the winners. The important thing is to make sure no one leaves empty handed.

**Gifts**

Budget for gifts: \$ \_\_\_\_\_

How are you going to give gifts away: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





List of Prizes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Additional details: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Games**

Games to play on the bus: \_\_\_\_\_  
\_\_\_\_\_

Additional Details: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- A great resource to find gifts, crafts, games and themed décor is [www.orientaltrading.com](http://www.orientaltrading.com)
- Dollar Stores are a great way to stretch your budget and usually have a good selection of items
- Make it an annual event and plan ahead to purchase items when they are 75% off and more, such as after the holiday/end of season sales.
- Purchase several disposable cameras to have on hand for those that "forgot" theirs, just one more ***"wow - they thought of everything!"***

**G**etting the Most from Your Referrals: This after all is the point of holding the event! Make sure to add all referred guests to your prospect drip list. In order to get their contact information, make sure you take a clipboard with paper attached to write it down on. Towards the end of the event, personally thank each referral for attending, get them started on the Epidemic Marketing immediately, and ask them for their contact information so you can. You have done so much for them they would be hard pressed to say no!

**Invite a friend &  
join the FUN for a...**

# **Holiday Lights Tour**

Invite a friend and join us for a fun Holiday Lights Tour. We will meet at our office for appetizers and drinks, and then board a motor coach that will take us through the Zumbro Lights Tour. Come prepared for FUN, LAUGHS, GAMES and to WIN PRIZES!

**We're always looking  
for ways to meet  
new people  
JUST LIKE YOU!  
So what are we  
asking you to bring?  
A FRIEND!**

**Prizes!**

**BINGO!**

**Hot Cocoa &**

**Baked Goodies!**

**Appetizers  
and Drinks!**

**When: Tuesday, December 6**

**Where: Meet in Kaslenak &  
Associates parking lot**

**Time: 7:00 p.m.**

**RSVP Required By: 11/29/13**

**Call: xxx-xxx-xxxx**

**Holiday Lights  
Tour!**

**Sponsored by Mike Kaselnak  
and Kaselnak & Associates**

*This is our way of saying "Thank You!" This is not a workshop or a seminar...just a FUN TIME for YOU and a FRIEND to enjoy! So mark your calendars, save the date and join the FUN!*

