



Proposal for Dinner on the Bridge

Event Overview and Details

Event Name: Dinner on the Bridge

Proposed Attendance: 200 Guests

Ticket Price: \$145 per person

Projected Gross Revenue: Sponsorships \$30,000, ticket sales \$21,460

Date/time: To be set by the DRP. Suggested for Thursday, April 22, 29 or May 6, 2027

Location: Royer Park Bridge

Guest Capacity: 200 attendees

Executive Summary

Dinner on the Bridge is envisioned as a premier community dining experience that transforms the Royer Park Bridge in Downtown Roseville into an elegant open-air venue, while bringing together residents, visitors, businesses, and community leaders for an unforgettable evening.

The event will feature an elegant multi-course dinner served to 200 guests at beautifully appointed tables spanning the bridge. Live entertainment, local cuisine, regional beverages, and exceptional hospitality will create a memorable experience while generating economic activity and fostering community pride.

Tickets are proposed to be priced at **\$145 per guest**. Additional revenue through sponsorships will help offset event expenses and maximize community impact.

The goal is to establish Dinner on the Bridge as an annual signature event that celebrates our community while attracting visitors and supporting local businesses.

Event Objectives

- Create a signature community event.
- Promote tourism and local economic development.
- Provide an exceptional dining experience in a distinctive setting.
- Encourage community partnerships and support local businesses.
- Generate positive regional exposure and community pride.

Guest Experience

Guests will enjoy:

- Welcome reception.
- Multi-course professionally catered dinner.
- Local wine, beer, and beverage selections.
- Live entertainment.
- Elegant table settings and décor.
- Scenic bridge dining experience.
- Community and social engagement opportunities.

Community Impact

Dinner on the Bridge offers an opportunity to:

- Showcase local culinary talent.
- Increase visitation to the area.
- Promote community pride.
- Support local businesses.
- Create an annual signature event.
- Strengthen partnerships among organizations, businesses, and residents.

Marketing Plan

Marketing efforts may include:

- Social media campaigns
- Radio promotion
- Chamber of Commerce marketing opportunities
- Tourism organizations
- Community organizations
- Sponsor recognition
- Press releases
- Event website and online ticket sales

Event Management

The event will be coordinated by an experienced planning team responsible for:

- Developing the Project Plan
- Vendor management (restaurants, beverage vendors)
- Volunteer coordination
- Sponsor relations
- Marketing and collaborating with City of Roseville staff
- Guest registration
- Event logistics
- Safety planning
- Permitting
- Financial management

Fee: Jamie Hazen Consulting is requesting a fee of \$1,200 and 5% of Sponsorship dollars received. Other fee options may be suggested by the DRP Board of Directors.

The Downtown Roseville Partnership agrees to pay for costs associated with permits, insurance, software, security, logistics and rentals as will be outlined in the event budget. Jamie Hazen will work closely with the DRP Treasurer for the ease of payments to vendors.

Risk Management

Planning will include:

- Event insurance
- Liquor liability coverage
- Emergency response planning
- Security personnel
- ADA accessibility
- Weather contingency plans
- Vendor compliance

Community Benefits

Dinner on the Bridge will:

- Increase tourism
- Support local businesses
- Promote civic pride
- Showcase regional food and beverages
- Encourage community partnerships
- Create a signature annual destination event

Proposed Sponsorship Outline

Community businesses and organizations may participate through sponsorship opportunities that provide visibility, recognition, and support for this signature event. Sponsors will have the ability to purchase additional tickets before they go on sale to the public.

Presenting Sponsor — Downtown Roseville Partnership (One only)

Benefits include:

- Exclusive naming rights
- Premier logo placement
- Recognition in all advertising
- Speaking opportunity
- Recognition during the event

Gold Sponsor — \$5,000 (Budget based on 2 at this level)

Benefits include:

- Prominent logo placement
- Eight tickets included at a premier reserved table with signage
- Recognition in printed materials
- Social media recognition
- Website recognition
- Event signage

Silver Sponsor — \$2,500 (Budget based on 4 at this level)

Benefits include:

- Logo on event materials
- Four tickets included at a premier reserved table with signage
- Recognition in event program
- Website recognition
- Event signage

Table Sponsor — \$1,000 (Budget based on 12 at this level)

Benefits include:

- Two tickets included at a premier reserved table with signage
- Recognition in event program
- Website recognition
- Event signage

Dinner on the Bridge - Proposed Budget

Expense	Estimate cost 2027	Notes for 2027	Extra fees known for 2028
Catering (Food Stipends)	20000		
Beverage Service	1500		
Parks Staff	380		650
Event Coordinator	3000	Est. base + 5% of sponsorships	
Entertainment	1000		
Rentals: tables, chairs, linen, dishes	5000		
Decorations & Florals	800		
Ticketing Platform & Credit Card Fees	800		
Additional Website Assistance	400		
Liquor Liability Insurance	1000		
General Event Insurance	1000		
Bridge Rental Fee	0	No charge 2027	215
City Permits	0	No charge 2027	200
ABC Permit	150		
Placer Co Event Fee	500		
Security	300		
Restroom Facilities	800		
Refuse Dumpster		incl w/Parks Staff	
Marketing / Printing	400		
Contingency (5%)	2000		
Estimated Total Expense	39030		

Anticipated Revenue

Ticket Sales	21460	148 x \$145
Sponsorships	32000	Est 52 tix w/Sponsorships
Total Anticipated Revenue	53460	

Estimated Net Proceeds

Estimated Revenue	53460
Estimate Expenses	39030
Estimate Net Proceeds	14430

Conclusion

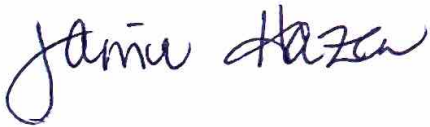
Dinner on the Bridge presents a unique opportunity to establish a premier community event that showcases our Downtown District while bringing together residents, visitors, local businesses, and civic leaders.

Through strategic partnerships, thoughtful planning, and strong community support, this event has the potential to become a signature annual tradition that generates lasting economic, cultural, and community benefits for years to come.

The proposed budget is based on historical City event costs, as well as projected expenses for items and services that were previously provided without direct City expenditures, including insurance, security, website and ticketing services, and other event-related costs. Lisa Peters and I both think the costs are projected high, but we also agree that projecting high is a better strategy than undervaluing hard costs and fees.

The proposed ticket pricing and sponsorship levels are intended as preliminary recommendations. The DRP reserves the right to adjust pricing, sponsorship opportunities, and other event details as needed to best achieve the goals and long-term success of the event.

Proposal Submitted By:

A handwritten signature in dark ink, reading "Jamie Hazen". The signature is fluid and cursive, with the first name "Jamie" and last name "Hazen" clearly distinguishable.

Jamie Hazen, Owner
Jamie Hazen Consulting
916-599-5020
jamiehazen.livelifelife@gmail.com