



FIAT RETURNS TO AMERICA

Special Event Plan



FALL 2011

VIRGINIA COMMONWEALTH UNIVERSITY, PR SPECIAL EVENTS

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- I. Chrysler, a major American car company, has teamed up with Fiat, a classic Italian car brand, to bring Fiat's new 500 to America. Fiat 500s were once sold in America, but suffered unpopular reviews as compact European cars were not the style of the time. Since then, Fiat has redesigned a full line of vehicles that are fuel efficient, safe and stylish and Chrysler is importing them to be sold in the U.S., starting with the new 500. Fiat Returns to America will showcase the new line, allow people to register to pre-order a Fiat 500, and generate excitement and provide information about Fiats, focusing on the new 500.
- II. Event flyover: <http://prezi.com/qqrkqeu5tmui/fiat-returns-to-america>
The event will showcase both classic and new Fiats and allow guests to sit in and look closely at the new Fiat line. Booths will showcase the Abarth tuning company and show their modified Fiat 500s drifting and drag racing against several luxury and racing cars. Additional booths will provide brochures and information about pricing, colors and options one can get on the new Fiat 500, as well as launch date information, dealerships that will sell Fiat 500s, and how to register and preorder a Fiat 500 online. A booth will be provided to register and preorder for those that would like to do so immediately. A large graphic image of the Fiats journey- from design in Italy to shipment by Chrysler to Washington D.C. to the dealership where it will be sold- will be featured on a main wall. One of the main booths will feature fuel economy and horsepower facts in comparison with other popular cars, such as the Toyota Prius, Honda Civic and Ford F-150 (all of which it outperforms in at least one category!) and provide information about the Fiat 500 Twin Air, the first 2-cylinder production car. The event will feature two capstones. One is keynote speaker, Richard Hammond of the popular BBC-produced car show Top Gear. He will speak about Fiat's massive popularity in the UK, Chrysler's unique methods of importing Fiats and generally how wonderful the cars are to drive and own (he has rated them highly on Top Gear numerous times). The second capstone is the contest Stuff a 500, Win a 500. Anyone who buys a raffle ticket will be eligible to win small prizes or the chance to compete against one other finalist to fill a Fiat with prescribed items (a bike, a large bag of Fiat t-shirts and merchandise, a car seat, a folding table and three bags of groceries) into a Fiat 500. The person who finishes the task the fastest will win a trip back to Washington D.C. to accept their Fiat 500.
- III. Total cost Estimates: \$434,700
Venue rental, insurance, AV and lighting \$300,000
Publicity, invitations, \$20,000
Speaker's fee, \$2000

- Security (\$18/hr per guard, 10 guards, 9 hours) \$1620,
Police and fire marshal (3 officers 1 marshal, \$30/hr, 9 hours) \$1080
Caterer \$100,000
Vehicle transport/setup and Abarth booth costs, \$10,000
- IV. With tickets costing \$20 each and raffle tickets costing \$5 each (estimated 5,000 tickets will be sold) and 10,000 people in attendance, the event will gross \$225,000.
- V. The target audience is young professionals, city drivers and small families. People who are interested in cars are likely to come to the event, as the 500 is an award winner internationally. About 10,000 are expected to attend.
- VI. The event will be held in the Washington Convention center in Washington, D.C. Exhibition halls D and E will be used.
- VII. Saturday, October 15, 2011 from 12 p.m. to 9 p.m.
- VIII. The event will feature a raffle to win a Fiat 500, interactive displays of Fiat 500 features, lots of information about fuel economy and awards and a keynote speaker (Richard Hammond from Top Gear) to tout how well the Fiat 500 performs.
- IX. Planning Timeline:
October 15, 2010: set up planning committee within Chrysler. Establish date, location and logistics of how to get Fiat 500s there, volunteers, and list of desired caterers.
November 15, 2010: start getting publicity agreements, have internal graphic designer construct event website and flyers/posters with information people need to attend. Get final agreement from Richard Hammond to speak and negotiate pay.
December 15, 2010: Begin designing lighting displays and making arrangements for security and police.
January 15, 2011: begin publicity within Chrysler, make sure arrangements are made to have Fiats available for preorder at the event.
February 15, 2011: Finalize Abarth booth and booth girls for chosen date.
March 15, 2011: distribute flyers at other Washington Convention center events. Launch website and promote on AutoTrader and car blogs.
April 15, 2011: finalize storyboards of display arrangements. Get AV/Lighting information to in-house crew at the convention center.
June 15, 2011: continue promotion efforts, finalize Fiats to be held for the event.
July 15, 2011: finalize details with caterer and volunteers. Ensure Richard Hammond's speech is in line with values.
August 15, 2011: continue promotion efforts, allow Q&A portion of website to go live. Arrange for media coverage day of.
September 15, 2011: Billboard goes up, flyers and posters distributed thoroughly, transportation arrangements made.

- October 13, 2011: set up cars and displays in the convention center.
- October 15, 2011: day of event.
- October 16, 2011- October 20, 2011: post event coverage on website and thank you letter posted thanking attendees.
- X. Program: at 8 a.m. final prep crews will arrive. All other employees and the caterer will arrive by 9 a.m. by 12 p.m. the doors will open and guests will begin to arrive. They will be able to roam freely throughout the space and buy raffle tickets. The caterers will provide snacks during this time. Lunch foods will be set out from 1-2 p.m. At 3 p.m., the first raffle prizes will begin to be announced. 5 p.m. is expected to be peak attendance time. At 6 p.m., Richard Hammond will speak about the Fiat 500 and sign autographs afterwards. At 7 p.m., the Stuff a 500, Win a 500 contest will be held in the center of the exhibit halls. Dinner food will also be set out around this time. Guests will be able to roam the space and look at 500s until the event ends at 9 p.m.
- XI. Much of the staff will be Chrysler event staff. The caterers will provide the food service employees and the Abarth booth girls will be provided by Abarth. Volunteers will be chosen by regional managers from within Chrysler to award good performance for East coast staff. The required security, police and fire marshal will also be present.
- XII. The event will be promoted with a television and radio ad, at local Chrysler dealers, with an insert in Auto Trader and Top Gear magazines, with a billboard near the convention center and at other events help at the convention center, via flyers and posters. Also, as Chrysler gets permission, the posters and flyers will also appear at car washes throughout the D.C. metro area.