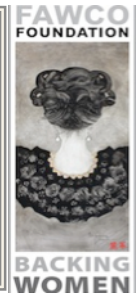




CHAMPAGNE & DIAMONDS EVENT



Take Home a REAL Diamond

As the center piece of a ball or special event, a diamond and sparkling wine or champagne evening is an elegant way to raise funds. The concept is simple – **there is one real diamond lying at the bottom of a champagne flute.** But to make it more challenging, there are imposter crystals of the same size in a fixed number of other glasses. One lucky winner goes home with the real diamond!



CHAMPAGNE & DIAMONDS Event



for The FAWCO Foundation

Diamonds and Rubies and Sapphires, oh my!

There are a number of variations to this type of event. For instance, the AWA of Vienna offered up a ruby, sparkling red crystals, and Moet Rose champagne for a Valentine's fundraiser for The FAWCO Foundation's Ruby Anniversary. You are not limited to diamonds, particularly if there is a special anniversary or holiday that calls for a different colored stone.

The selling of the tickets can be done with a fixed rate and a fixed number of glasses. In that case, you know how much money you will make from the start. In the case of a ball or other event, the cost of each glass of champagne can simply be included in the price of the ticket. The diamond and champagne concept can also be offered up in silent auction style. Again, you have a fixed number of glasses but this time they are set up on display and there are bid sheets on a table in front for each one. The high bids win one of a limited number of glasses of champagne and one of the high bidders is the diamond winner. For those who like silent auctions but loath collecting all of the different auction items, this can be a real winner.

What do you need to hold a champagne and diamond event?

- 1) The Concept- Is this a stand-alone event or part of an art auction, a ball or a black tie gala? What type of gem stones fit the occasion? Will the glasses be sold as a silent auction prize, at a fixed rate or as part of the admission price? Is the event open to the general public or exclusive to members and their friends?
- 2) The Contacts-
 - It is helpful if you have contact with a friendly jeweler. At a minimum, a civic-minded jeweler should be willing to help arrange the purchase of the crystals and sell the stone at his or her cost. The best scenario is that the jeweler is willing to donate the gem, crystals and possibly a ring setting. Some may have a showroom in which to hold the event.
 - To minimize costs and maximize profits, utilize any of your alcohol sales and distribution contacts. Fine champagne houses are often willing to donate a certain amount in the spirit of good will and to publicize certain brands. They often will furnish the glasses or a representative to pour the wine and to answer questions.
- 3) The Publicity - Work with the jeweler and the champagne distributor to help publicize the event. Elegant and unusual events often garner the attention of the media, particularly if Ambassadors or government officials are expected to be in attendance.
- 4) Determine the Winner - Will the jeweler be in attendance to check the stones with his loop once all of the glasses of champagne have been sold? Is there a control number (held by the jeweler or other non-partisan person) which determines which stone is the real one or, a more risky

proposition, do the participants need to take the stone to the jewelers store to be viewed at a later day.

With background music from Tiny Bubbles, Michael Bubl  or Diamonds are a Girl's Best Friend, a few good contacts and a festive attitude; you will have a sparkling event that will be the talked-about highlight of your fundraising year!

You can find other fundraising ideas in your Backing Women Toolkit and at www.fawcofoundation.com.

Good Luck!