

Event Planning Services The Town of Lexington

THE ANTHEM GROUP



Proposal

- The Anthem Group proposes the following activation and programming for The Town of Lexington, taking place for the duration of September 2022 – December 2022. Dates can be revised based on existing town events, other activities and preferences.
 - **Fall Kickoff Party**
 - **Pumpkin Fest**
 - **Fall Movie Series**
 - **Sip and Shop Nights**
 - **Lexington Winter Garden**
 - **Anthem Operated Wine and Beer Garden**



Proposed Events – Fall Kickoff Party

- Thursday September 29th or Thursday October 6th
- Designed to be a smaller, more tactical event used as the prelude to more robust fall and winter programming
- **Live music/entertainment**
 - Live music performance by local talent
- **Interactive paint party class**
 - Instructor-led paint class of a fall scene
- **Food and beverage**
 - Food trucks/pop-ups from local restaurants
 - Anthem operated beer and wine garden



Proposed Events – Pumpkin Fest

- Sunday October 30th
- **Live pumpkin carving demonstration** throughout the duration of the event
- **All-ages arts/crafts**
 - Pumpkin carving and/or painting station
 - Instructor-led sugar skull painting class
- **Live music/entertainment**
 - Live music performances by local high school bands as well as other local talent
- **Children's programming/activities**
 - Face painting and balloon animal artists
 - Lawn and carnival games
- **Instagram Wall**
 - Photo op with custom designed mural with props and hired photographer
- **Food and beverage**
 - Pop-ups from local restaurants
 - Potential for each restaurant to feature a pumpkin themed dish
 - Anthem operated beer and wine garden featuring mulled wine and cider
- **Retail**
 - Pop-up vendor shops in collaboration with local stores
- **Other**
 - Community costume parade/contest



Proposed Events – Fall Movie Series

- Friday or Saturday nights in October at sunset
- Featuring family friendly Halloween classics in The Lexington Common (e.g., Halloweentown, Nightmare Before Christmas, Hocus Pocus, Beetlejuice, etc.)
- Shown on a 16' state of the art air screen
- **Food and beverage**
 - Opportunity for local restaurants to “pop-up” and serve food/snacks
 - Anthem operated beer garden/beer cart and movie style concessions (e.g., popcorn and candy)
 - Beer garden predicated on establishing a seasonal build out for the month of October for economies of scale as to not build out/tear down every week (e.g., seating, remains on-site even when not operating)



Proposed Events – Sip and Shop Nights

- Thursday November 10th and 17th
- Opportunity to shop from storefronts while enjoying a glass of wine, a locally brewed beer or warm/seasonally mulled
- Excellent awareness builder for local businesses leading into the holiday shopping season
- **Retail**
 - Pop-up vendor shops in collaboration with local stores
 - Enable retailers to promote and execute promotion to generate additional interest and pedestrian traffic to the storefront
- **Live music/entertainment**
 - Local acts performing holiday classics (as many will be shopping for the holidays)
- **Food and beverage**
 - Anthem operated wine and beer garden

Proposed Events – Lexington Winter Garden

- Saturday, December 3rd
- **Live ice sculpture carving demonstration** throughout the duration of the event
 - Sculptures would revolve around the “Winter Garden” theme and incorporate winter characters (e.g., polar bears, penguins etc.)
- **Live music/entertainment**
 - Feature different local live acts including performances from local high school bands, choirs/carolers, theater groups, etc.
- **Holiday Movie Lounge**
 - Inspired by the fall movie series
 - Build out inclusive of winter lounge for enhanced viewing of holiday classics
- **Illuminate Igloos**
 - Illuminated, heated igloos with seating for up to 10 people
 - Requires heating (w/power to heat) and furniture/seating
 - Anthem/The Anchor can lease/rent to The Town of Lexington
- **Children’s Holiday Happenings**
 - Balloon Twisting Artist
 - Face Painting
 - Winter characters walking around to greet kids and assist with wayfinding
 - Appearances by Santa and Mrs. Claus



Proposed Events – Lexington Winter Garden

- **Instagram Wall**

- Photo op featuring existing thematic characters (e.g., polar bears, penguins etc.)

- **The Bear Parade**

- Hand crafted, wooden carved, winter-themed and winter dressed polar bears – some with cutouts for faces and others patrons can stand next to
- Perfect for photos for families and children
- Anthem/The Anchor can either lease/rent to The Town of Lexington or commission new pieces of art for Lexington to own

- **Aerial Show**

- Holiday themed aerialist, hoop and silk show
- Two performances throughout the duration of the event

- **Food and beverage**

- Pop-ups from local restaurants
- Ideally featuring winter friendly/warm items including soup, chowder, hot dogs, cookies etc.
- Anthem to spearhead hot cocoa and s'mores bar
- Anthem operated beer and wine garden featuring mulled wine and cider

- **Retail**

- Pop-up vendor shops in collaboration with local stores



Anthem Operated Wine and Beer Garden

- Beer and wine garden operation for October with the potential to extend through December
 - Operations focused toward the weekends (Fri-Sun), holidays (Columbus Day, Halloween) and whenever there are events.
 - Potential to include Thursdays if desired
- Anthem operated beer garden featuring various craft beers, wines, mulled wine, cider and non-alcoholic beverages
- Infrastructure for build out to include bar, seating, fencing and tenting
- The beer garden can either be built out for each of the above events or built out for more consistent operation throughout the month of October and/or additional throughout the season (e.g., through December if deemed feasible)
- Beer garden operation in collaboration with local non-profit partner
- To ensure professionalism, security and optimal performance, Anthem would plan to operate the beer garden through its hospitality company in conjunction with regional suppliers/partners to increase marketing appeal

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