

Beyond THE AISLE

Mindy Keyes
Director of Catering





HELLO







PAVILION

GIANT DIRT PILE





CALENDAR 2026

JANUARY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

MARCH

M	T	W	T	F	S	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

APRIL

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

M	T	W	T	F	S	S
31						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

SEPTEMBER

M	T	W	T	F	S	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER

M	T	W	T	F	S	S
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

DECEMBER

M	T	W	T	F	S	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**When weddings
alone aren't enough**



**What you really need to
know before you start....**



WHAT IS YOUR OFF SEASON?

Is it days, times, months or all three?

**What you really need to
know before you start....**



What you really need to know before you start....



WHAT IS YOUR OFF SEASON?

Is it days, times, months or all three?



WHAT DOES IT TAKE?

Time, People? Do you have the a staffing model that supports growth



What you really need to know before you start....



WHAT IS YOUR OFF SEASON?

Is it days, times, months or all three?



WHAT DOES IT TAKE?

Time, People? Do you have the a staffing model that supports growth



WHAT WILL YOU NEED?

Do you have the operational capacity to do more?



What you really need to know before you start....



WHAT IS YOUR OFF SEASON?

Is it days, times, months or all three?



WHAT DOES IT TAKE?

Time, People? Do you have the a staffing model that supports growth



WHAT WILL YOU NEED?

Do you have the operational capacity to do more?



TRUE COST

for each menu and event.



WHO How WHAT
WHEN ? WHY
WHERE

NON
PROFIT





PROFESSIONAL ORGANIZATIONS



VOLUNTEER BOARDS





- **EDUCATIONAL WORKSHOPS**
- **ANNUAL MEETINGS**
- **BOARD MEETINGS**
- **VOLUNTEER APPRECIATION**
- **AWARD CEREMONIES**



FUNDRAISERS

&

GALAS

IT'S ALL ABOUT THE MONEY



- **Cocktail hour with heavy networking**
- **Silent auction tables**
- **Plated or elevated buffet dinner**
- **A formal program with speakers**
- **Live auction or paddle raise**
- **And often a strong sponsor presence**



IMPRESSIVE MENU & GUEST EXPERIENCE



IMPRESSIVE MENU & GUEST EXPERIENCE



BUDGET FRIENDLY



IMPRESSIVE MENU & GUEST EXPERIENCE



BUDGET FRIENDLY



SPACE FOR RAFFLES/AUCTION AND TIME TO SET UP



IMPRESSIVE MENU & GUEST EXPERIENCE



BUDGET FRIENDLY



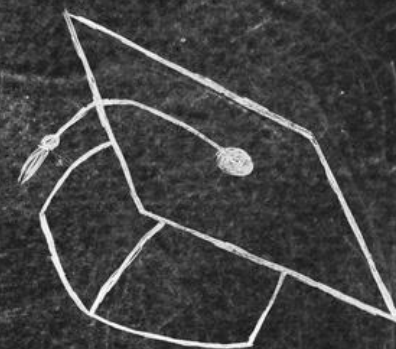
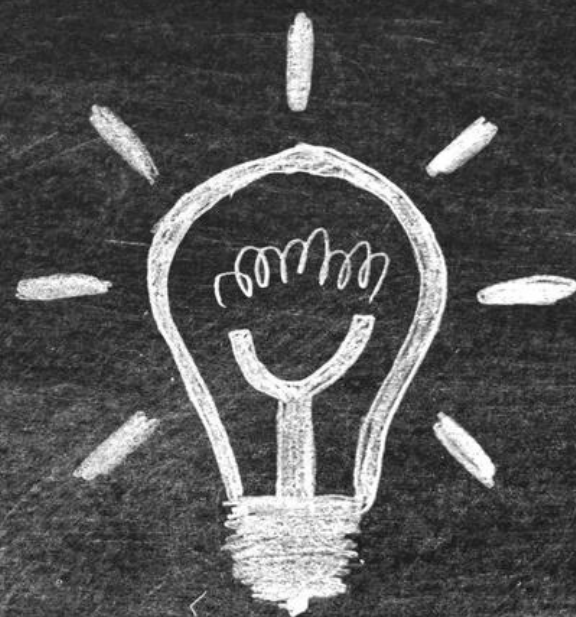
SPACE FOR RAFFLES/AUCTION AND TIME TO SET UP



RELIABLE INTERNET/AV



**BUILD
YOUR
NETWORK**



Education

SCHOOL EVENTS

Proms/Dances



Teacher
Appreciation



Retirement



Activity
Banquets



Awards



Fundraisers



Let's
Taco-bout
Prom?



WANTS | NEEDS

Teen Friendly Food
Huge Dancefloor
Instagramable Photos



WANTS | NEEDS

Teen Friendly Food
Huge Dancefloor
Instagramable Photos

Safe/Controlled Environment
Accessibility/Accommodations
Parking/Location (student drivers)
Price





ACTIVITY BANQUETS

“Yeah, that’s right. The kids summer sport season is over! We get to be a family for a whole TWO WEEKS before fall sports begin!”



SCHOOL ACTIVITY BANQUETS

- **Filler business, with little to no marketing dollars**
- **Repeat events and leads to multiple referrals**
- **Endless amount of teams**



SCHOOL ACTIVITY BANQUETS



TEEN FRIENDLY MENUS
Pasta Bar, Taco Station etc.

SCHOOL ACTIVITY BANQUETS



TEEN FRIENDLY MENUS
Pasta Bar, Taco Station etc.



AFFORDABLE PRICE POINT
Lower end of our prices but easy and
low cost items

SCHOOL ACTIVITY BANQUETS



TEEN FRIENDLY MENUS
Pasta Bar, Taco Station etc.



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Lower end of our prices but easy and
low cost items



BASIC AUDIO/VISUAL
Microphone and Screen/Projector for
additional fee

SCHOOL ACTIVITY BANQUETS

- **Almost always
Volunteers**
- **Multiple people ‘in
charge’**
- **Different contact each
year**

Reputation is everything

F A I L T H

WHO ?

Church Congregations

Synagogues

Mosques

Temples

Interfaith Groups

Diocesan offices

Parish Schools**

Faith Based Community Organizations

WHAT?

Fundraisers

Anniversary Celebrations

Holiday Gatherings

Worship Retreats/Workshops

Womens Ministry Groups

Community Outreach

Installation Banquets

Volunteer Appreciation

Memorials

These groups are deeply rooted in traditions and values.

Alignment matters to them.

Be respectful of tradition

Know dietary needs

Be flexible around time of prayer

Ask thoughtful questions!

STRATEGY

GETTING THE YES

Overcoming Objections



THE INQUIRY

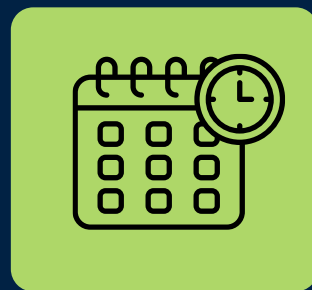
Saturday night
Peak season
Discount requested

The instinct: Say yes or say no
The opportunity: Change the conversation





SHIFT THE DAY NOT THE EVENT



SATURDAY NIGHT?

Switch to a Thursday evening



SMARTER TIME

Suggest Breakfast or Lunch

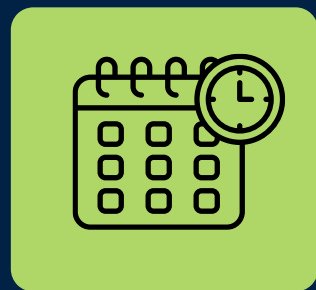


WIN WIN

Best of both options



SHIFT THE TIME OF YEAR NOT THE DAY



OFF PEAK MONTH

October to March



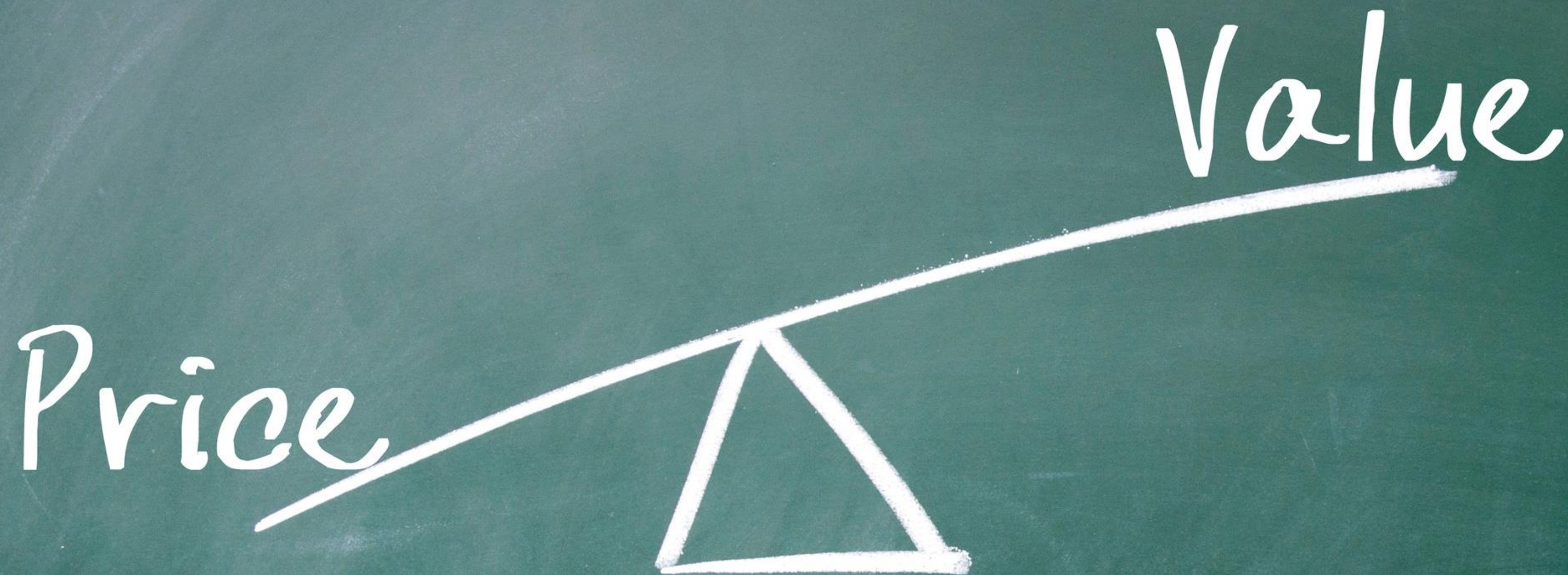
LESS BUSY FOR ALL

Skip to a time where less is going on = more favorable outcome



WIN WIN

Best of both options





Finding the
business



**ARE YOU SAYING THERE'S
REALLY AN ASSOCIATION
FOR...**

**EVERY
THING**

REGIONAL

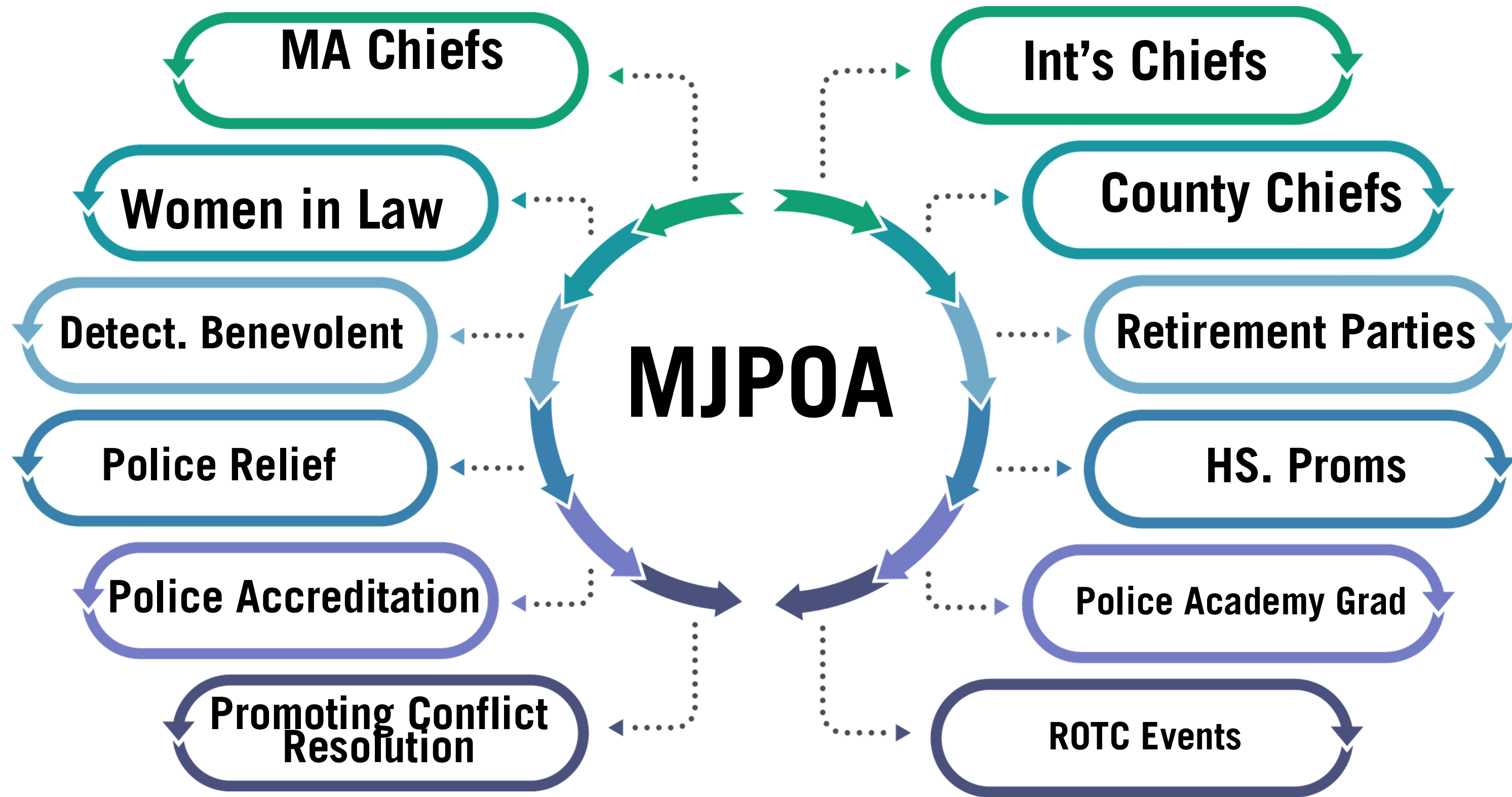
STATE

NATIONAL

COUNTY

TOWN

SPECIALTIES





DONATION REQUESTS



**BE A SLEUTH AT
YOUR EVENTS**

Make AI WORK FOR YOU



EVENT PAGES



WORK YOUR NETWORK





SOCIAL MEDIA
CHAT MARKETING
INTERACTIVE ATTRACT GOSSIP
WORD OF MOUTH
effectiveness MOBILE BRAND
SOLUTION curiosity
SOCIAL MEDIA GOSSIP ONLINE
CREDIBILITY





**Nonprofit
Leadership
Alliance**



National
Council of
Nonprofits



asaae®

The Center for Association Leadership



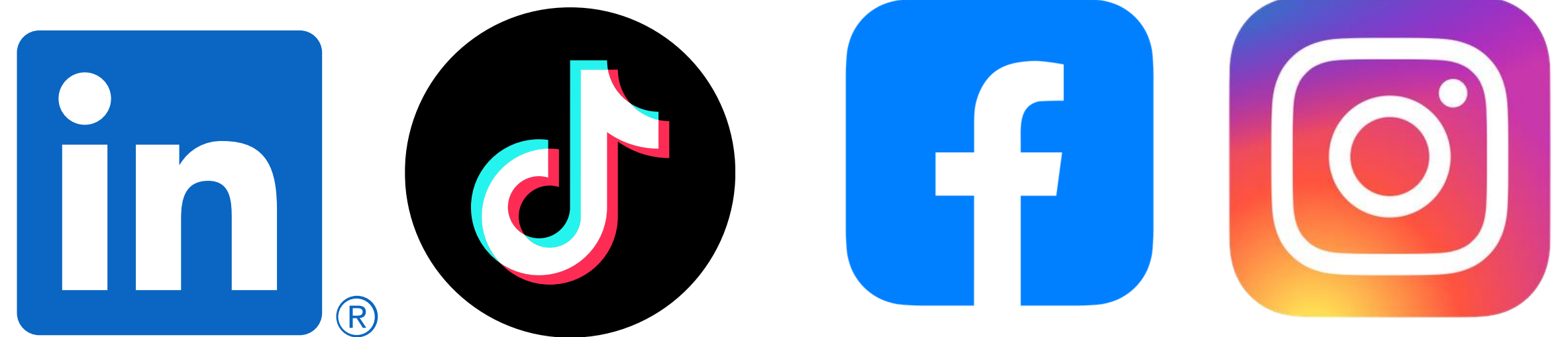
National Association
of *Independent* Schools

LOW COST MARKETING

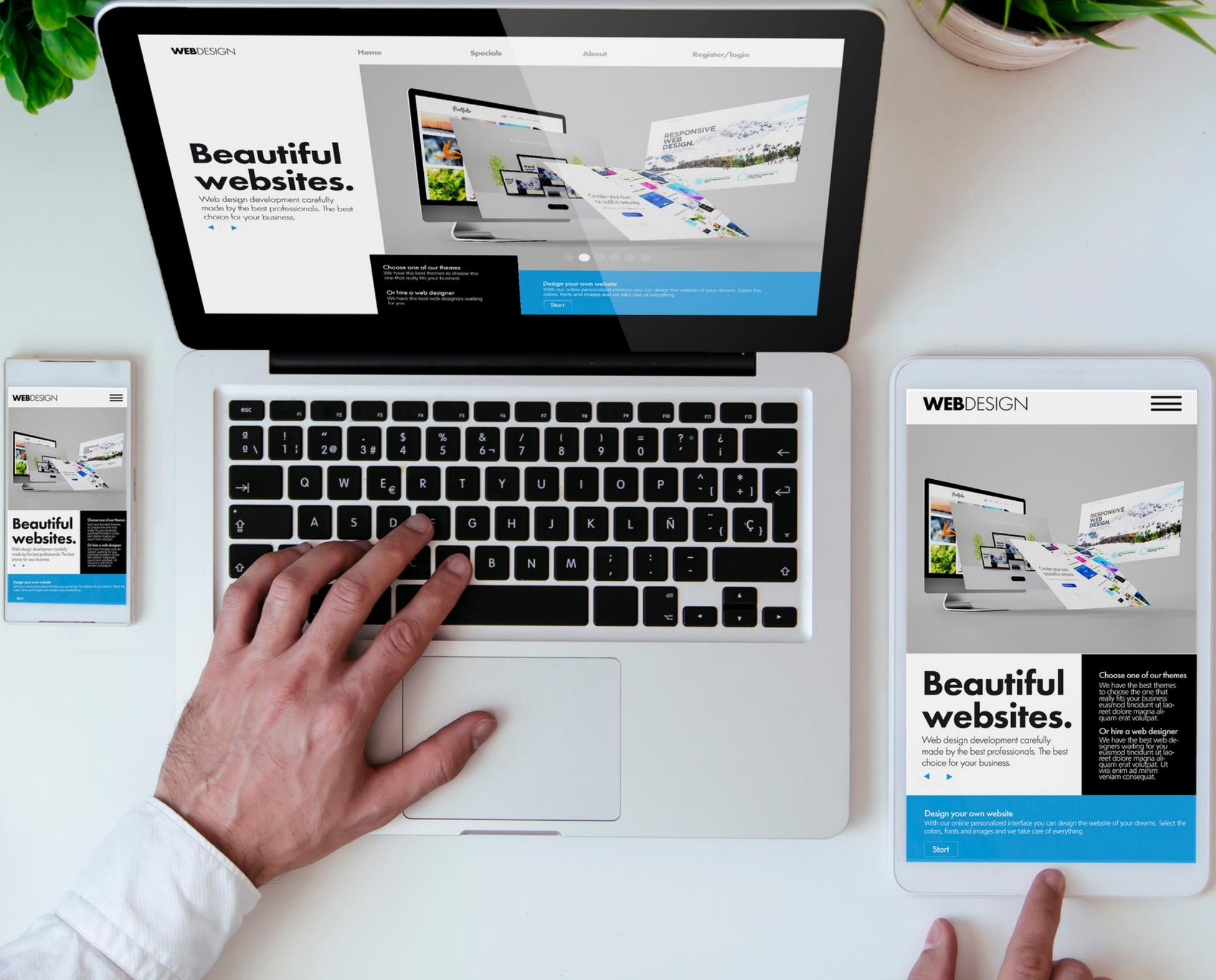




WHERE ARE THEY LOOKING...
HOW TO DO YOU SHOW UP?



YOUR WEBSITE





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GALA FUNDRAISER

Our expert catering team understands the unique needs of gala fundraisers. We balance delivering a WOW effect with meeting the financial goals of your event. Our packages reduce stress and enhance the experience, with custom menus available.

READ MORE

PROMS, SCHOOL & SPORTS BANQUETS

Welcome to the Tiffany Ballroom, your premier event venue on the South Shore. We specialize in creating memorable Proms, as well as school banquets and team sports banquets. And, of course, we have PLENTY of room for dancing!



MARKETING & EVENT INFORMATION

FOUR POINTS
BY SHERATON
.....
Norwood

Trusted Hospitality for Times of Remembrance



- ✔ Guest Rooms
- ✔ On-site Catering
- ✔ Convenient Location
- ✔ Professional Event Team

1125 Boston Providence Turnpike
Norwood, MA 02062



About Our Property

Special rates are available for those attending Funerals in the area, please call us directly at 781-769-7900 and ask for the bereavement rates



- Event Features**
- ✔ Parties up to 400
 - ✔ On site catering
 - ✔ Audio Visual
 - ✔ Bar Options
 - ✔ Simple Planning
 - ✔ Scan for Menus

CALL US NOW
781-769-7900

BUILDING





Goff

THANK YOU