



SEBASTIAAN DOUMA
CONSULTANCY

Monday 29th May, 2017

INCENTIVE GALA DINNER

During a 4-day trip to London, Sales Managers from all over the world are coming to London to enjoy an incentive trip. You want to show them iconic London, something different and exciting. The group is aged between 22 – 35 yrs old and want to have fun. As the rest of the program is more relaxed, this evening aims to be the formal part of the trip with a sit down gala dinner with DJ & dancing afterwards.

BRIEF

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| DATE | Tuesday 22nd August, 2017 |
| EVENT | Incentive dinner |
| TIMES | 19:30 - drinks & Canape reception 20:15 - start dinner 22:00 - Approx. dinner finish, party starts 02:00 - End of party |
| NUMBERS | 82 guests |
| F&B | Welcome Drinks & canape reception Three course sit down meal – as an alternative Bowl food could be offered ½ bottle wine & water per person with dinner included Some drinks options included but now full open bar all night |
| BUDGET | TBC. Going for a low, medium & high option ranging from £80 a head up to £300 a head. |
| REQUESTS | Iconic London Party afterwards |
| TIMELINE | Venue Search w/c 29th May Aim is to get the Proposal to the client midday Friday 2nd June Expected feedback & shortlist early w/c 5th June Site visits w/c 12th June |

| VENUE OPTIONS | | | | |
|--|--|--|---|--|
| VENUE | AQUA KYOTO 5 th FLOOR, 240 REGENT STREET, W1B 3BR | AQUA SHARD LEVEL 31, THE SHARD 31 ST THOMAS ST. SE1 9RY | SEACONTAINERS SOUTHBANK, 18 UPPER GROUND, SE1 9RQ | THE GHERKIN TOP 2 FLOORS 30 ST MARY AXE, EC3A 8EP |
| AVAILABILITY 22 nd August, 2017 | 1st Option 7pm – 1am | 1st Option 7pm – 1am | 1st Option 6pm – midnight | 1st Option 7pm – 1am |
| VENUE HIRE / MINIMUM SPEND All figures ex VAT | £13,333 minimum spend part of this is achieved by venue hire at £3,333 | £16,667 minimum spend part of this is achieved by venue hire at £3,333 (includes optional) | Venue Hire £7,000 (reduced from £8.5K) Minimum spend £5,000 | Venue Hire £5,000 Extension till 1am £2000 (reduced from £10,000) Minimum spend £6,000 |
| ROOM/AREA Maximum capacities of rooms indicated. Standing for reception & seated for dinner. | whole venue exclusively. Reception: roof terrace on Regent Street (max 120) Dinner in restaurant (max 120) DJ & Dancing in Aqua Kyoto | You get The Gin Wing of the restaurant. Reception: Gin Wing (max 200) Dinner Gin Wing (max 100) No Dancing possible | Venue exclusively Reception: on the roof terrace (max 150) Dinner and dancing: Cucumber Restaurant (max 100) | whole venue exclusively. Reception: top floor of the Gherkin, level 42 (max 120) Dinner in restaurant (max 120) DJ & Dancing on top floor |
| FOOD & BEVERAGE PP Average calculation based on: 1.5 glass of champagne & 4 canapes during reception 3 course sit down meal, ½ btl wine, ½ btl water, Tea/coffee for dinner All figures ex VAT | 3 course sit down from £57.50 4 canapes @ £11.67 Champagne @ £65.83 Wine from £25.83 Water @ £3.75 Tea/Coffee @ £2.92 | 3 course sit down from £65.83 4 canapes @ £11.67 Champagne @ £65.83 Wine from £29.17 Water @ £4.58 Tea/Coffee @ £4.17 | 3 course sit down from £45 4 canapes @ £14 Prosecco @ £37 Wine from £23 Water @ £3.50 Tea/Coffee @ £3.50 | 3 course sit down from £54 4 canapes @ £14 Champagne @ £52.50 Wine from £24.17 Water @ £4 Tea/Coffee @ £3.50 |
| ADDITIONALS | 10% discretionary service charge (negotiated down from 15%) AV – DJ & Set up £1,667 Goes towards the min spend | 15% discretionary service charge (can possibly be negotiated down) | No service charges AV – DJ & Set up £750 | 12.5% discretionary service charge AV – DJ & Set up £ |
| ESTIMATED TOTAL Food & Beverage, Hire fees, AV & Service All figures ex VAT | F&B £8,590 Hire £3,333 Service £1,031 AV £1,667 Estimated total £14,621 Per person £178.30 | F&B £13,334 Hire £3,333 Service £2,400 AV n/a Estimated total £19,067 Per person £232.52 | F&B £7,122 Hire £7,000 Service n/a AV £750 Estimated total £14,872 Per person £181.37 | F&B £8,282 Hire £7,000 Service £1,035 AV £1,350 Estimated total £17,667 Per Person £215.45 |
| WEBSITE | aquakyoto.co.uk | aquashard.co.uk | seacontainersevents.co.uk | searcysatthegherkin.co.uk |