

Corporate hosting guidelines

Hosting your corporate Picnic for Pinnacle event is simple with this step-by-step guide

Step 01 - Register as a host

Visit www.thepinnaclefoundation.org/get-involved/picnic-for-pinnacle-2021-register/ to sign your organisation up to host a corporate Picnic for Pinnacle. The process is quick and easy, and there is no sign-up fee; simply fill out the online form and follow the prompts to finalise your registration. Download from our Picnic for Pinnacle page the resources you need to host a successful event including invitations, decorations and recipe cards.

Please note that while the Picnic may be held on any day within the 2-week event timeframe, from Saturday 6th of February to Sunday 21st of February, you will need to confirm the date of your Picnic as part of the process.

Step 02 - Select the location

Choose a suitable location for your Picnic, keeping in mind that it will require adequate outdoor space for your guests with their picnic rugs and blankets. If selecting a public park or garden area, you will also need to consider that there may or may not be sufficient space that isn't already occupied by other members of the public. Many spaces also have restrictions on what sorts of outdoor furniture you may use (with most councils banning temporary marquees without an event permit).

Step 03 - Invite your guests

The Picnic is an opportunity to promote the philanthropic side of your business while spending valuable recreational time with your staff, clients and prospects. We encourage our corporate hosts and partners to invite as many people as is practical and safe to the event.

The supplied host pack includes pre-made promotional material and templates, forms with editable fields, and logo files if you would prefer to have your inhouse graphic team create the marketing collateral for your Picnic. These files include invitations that can be emailed or provided in hard copy to your guests.

When inviting guests, please remember to mention that a donation to The Pinnacle Foundation is a requirement of entry to the Picnic. We encourage guests to donate prior to the day, but for those who forget, they can donate from their phone upon entry via the Pinnacle website.

Step 04 - Make preparations for the day

As the event host, there will be a few organisational tasks relating to the event itself that will need to be handled. The most important of these is organising the food and menu. You may decide to cater the event for your guests, however as a fun and informal outdoor event, you may also choose to make it 'pot luck' and request each guest bring a picnic-suitable dish to share in a Covid-safe way. If catering, you will need to take dietary requirements of guests into account.

It may also be prudent to have a contingency plan in case it rains.

You can also use the checklist to the right to ensure none of the core picnic needs are missed.

- A suitable location has been organised
- Food and drinks have been arranged, or you have arranged for guests to bring food and drinks
- Picnic rugs/blankets and lawn chairs have been organised and are available for guest use
- Decorations are printed and ready to go, such as name tags and location posters
- You have all the essentials such as: disposable cutlery, plates, cups, and napkins, ice, rubbish bags for post-Picnic clean up, toilet paper (if in a public park), wet wipes, and fly spray

Step 06 - Send a donation reminder

A week out from the Picnic, we recommend that you remind your guests to donate and have their proof of donation ready to show on the day at entry. For those who forget, donations should be taken on the day either via the printable easy Donation Cards from the host pack, or directly on the website.

Step 07: Enjoy your Picnic for Pinnacle!

The hard work is all done, so it's time to just enjoy the Picnic with your colleagues, clients and prospects. Encourage guests to take as many photos as possible and post them to social media using the hashtag **#PicnicForPinnacle**; there will be prizes up for grabs at the end of the event period for the best photos.

Don't forget to bin all your picnic rubbish at the end of the day to keep our parks and gardens gorgeous and clean, but most importantly have a great time and raise some money for an incredible cause!

