

Corporate hosting guidelines

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



Step 01 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 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 below to ensure none of the core picnic needs are missed.

- A suitable location has been organised and booked if required
- Food and drinks have been arranged, or you have arranged for guests to bring food and drinks
- Marquee, picnic rugs/blankets and lawn chairs have been organised and are available for guest use
- Signage/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, hand sanitiser, sun cream, a pen and insect repellent
- A donation reminder has been sent out to attendees, and donation cards are printed and ready to go

Step 02 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 encourage them to make a donation to The Pinnacle Foundation and bring a copy of their donation certificate/donation receipt.

Step 04 Send a donation reminder

A week out from the Picnic, we recommend that you remind your guests to donate and have their donation certificate/donation receipt ready to show on the day at entry. For those who forget, donations may be taken on the day by inviting your guests to scan the QR code included on the Donation Cards (available from the host pack) or by visiting thepinnaclefoundation.org/donate/donate-now/.

Step 05 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!