



Nov. 4, 2022
6:30 – 10:30 p.m.
Leon Valley Community Center

Event Description and Planning

Our 2022 event will be a sit-down dinner, with Silent Auction, Live Auction and live entertainment. In addition to tables of 8 guests, individuals not wishing to attend in person will be able to purchase meals for pick up on event day. We are considering live-streaming some portion of our entertainment and program.

In-Kind Assistance Requested

- Rental of the Leon Valley Community Center - from the City of Leon Valley
- H-E-B Gift Cards for supplies - from H-E-B
- Audio-Visual/Technical Assistance - source prospects still to be identified
- Commercial radio spots - from Cox Radio

Marketing Plan

The Pioneer Blue Jean Gala is an established event. Our audience is our membership, residents of Leon Valley and individuals from the greater San Antonio area interested in history, historic places and preservation. We are members of the Northwest Area Chamber of Commerce and have relationships with the San Antonio Conservation Society, the Bexar County Historical Commission and the Historical Society of Helotes.

Send SAVE the DATE notice via email - Sept. 1.

Draft calendar notice for City of Leon Valley e-news, local TV and radio stations, San Antonio Express-News, San Antonio Current, Northwest San Antonio Chamber of Commerce, LVHS website and Facebook - Sept. 1.

Draft invitation for final printing and mailing Oct. 1.

Draft and email first Ticket Sales notice - Sept. 15.

Draft and print flyers for distribution at local businesses and public places - Sept. 15.

Create other notices for targeted emailing and post on social media every 2 to 3 weeks, featuring meal info, entertainment information and auction items.

Coordinate a phone follow up campaign to support ticket sales if needed.