

Homecoming/Prototype Purple Event Brief

Friday, October 12, 3:30 – 6:30 p.m.

Ford Motor Company Engineering Design Center
2133 Sheridan Road

- PURPOSE:** Homecoming celebration for Northwestern Engineering alumni. This is a joint event between Segal/Prototype Purple and Northwestern Engineering.
- INVITATIONS:** ~200 – 225 guests anticipated
- EVENT STAFFING:** **Amy Pokrass** (AP), Manager of Special Events, (cell) 414-██████████
DeYandre Thaxton (DT), Project Coordinator, (cell) 617-██████████
Victoria Williams (VW), Communications Coordinator, (cell) 434-██████████
Work-Study Students (coordinated by DT)
- VENDORS:** Catering by Michaels (AP/DT), Barrell Maker T-Shirt Vendor (VW/DT)
- FORD SET-UP:** Ford Shop (1-2 staff members)
- T-shirt vendor
- Main Lobby Entrance
- Registration table (2-3 staff members)
 - ITW classroom table; McC linen
 - T-shirts handed to guests as they arrive
- Ground Floor Atrium
- Catering and Bar set-up
 - Bar tables provided by the caterer; *Linens provided by McC*
 - DTC tables utilized for catering stations
 - Food Staggered: Stations set at 3:30, 4:15/4:30, and 5pm
- DTC Breakout Rooms & Fishbowl
- Dining/breakout spaces for guests
 - VW & DT will speak with each DTC class and instruct students to check-in at registration
- DTC Classroom G.211
- Catering staging
- CATERING:**
- Beer and Wine Service (~2.5 drinks p/guest)**
- Capaosaldo Rosé
 - Carnivor Cabernet Sauvignon
 - Mirassou Chardonnay
 - Goose Island 312
 - Sketchbook Orange Door IPA
 - Soda
 - Bottled Water
- Food Station #1 (~2.5 pieces p/guest)**
- Latin Veggie Maki Rolls, vegetarian – 12dz
 - Ahi & Jalapeno Maki Rolls – 12dz
 - Vietnamese Vegetable Spring Rolls, vegan – 12dz
 - Mediterranean Summer Rolls, vegetarian – 12dz
 - Large Fresh Vegetable Tray– 2 trays, each tray serves ~40
 - **3:30** – 4 dz of each roll, 1 Veg tray
 - **4:15** – 4 dz of each roll
 - **5:15** – 3 dz of each roll, 1 Veg tray

Food Station #2 (~4 pieces p/guest)

- Petite Pups en Croute (Pigs in a Blanket) – 19dz
- Artichoke Parmesan Puffs – 18dz
- Chile Rellano Quinoa Bites, vegetarian/gluten-free – 20dz
- Pulled BBQ Pork Chicken Quesadillas – 18dz
- Large Cheese Display – 3 trays, each tray serves ~40
 - **3:30** – 8dz pigs, 6dz puffs, 8dz quinoa, 7dz quesadilla, 1 cheese tray
 - **4:15** – 8dz pigs, 9 dz puffs, 9 dz quinoa, 8dz quesadilla, 1 cheese tray
 - **5:15** – 3dz Pigs, 3dz puffs, 3 dz quinoa, 3dz quesadilla, 1 cheese tray

Food Station #3 (~1 piece p/guest)

- Cheesecake Brownie Lollipops – 7dz
- Purple French Macarons – 7dz
- Petite S'Mores on a Stick - 7dz
- Large Fruit Display – 4 trays, each tray serves ~22
 - **3:30** – 3 dz of each dessert, 1 Fruit tray
 - **4:30** – 2 dz of each dessert, 2 Fruit tray
 - **5:15** – 2 dz of each dessert, 1 Fruit tray

NOTES:

- Music (AP)
- Space reservations (DT)
- All prop alarms will be disarmed and doors unlocked on the ground floor and shop, 2-7pm (Millenium Access, AP)
- Ground floor and basement restrooms will be cleaned and stocked, and will be monitored throughout the event (Aramark, AP)
- Caterers will monitor garbages throughout the event; Aramark will return at the end of the event to remove all trash (AP)

BRING:

Adhesive name badges, sharpies
McC Linen (bar), Black Linen (bar), McC Linen (registration)