



Mardi Gras CELEBRATION

EVENT SHOWCASE GUIDELINES

DATE

Choose a date in March that will align with Mardi Gras (March 4, 2025).

TIME FRAME

Choose a time frame that will appeal to your residents, prospects and professionals.

LOCATION

Choose a nice area of your community that is spacious enough to accommodate your guests.

WHAT TO WEAR

Purple, green and gold attire to keep in theme with Mardi Gras. Hats and masks are encouraged.

MUSIC

Choose jazz music and Mardi Gras parade music.

ACTION ITEMS

1. Choose the date, time and location in your community.
2. Set a budget.
3. Determine entertainment, food and activities to take place during the event.
4. Create the invitation list.
5. Prepare your invitations including all the above details.
6. Purchase decorations.
7. Purchase supplies needed.
8. Include this event on your monthly calendar.
9. Send invitations to prospects.
10. Visit professionals and personally hand out invitations.
11. Work together to prepare your community for the event, including residents in the process of decorating and setup.
12. When you've planned your event, remember to fill in your regional team with all the details.
13. Add event to your marketing plan.
14. Get ready to showcase your community.

DECORATIONS

Balloons, beads, gold coins and colored ribbons. Amazon has a great selection.

ELEVATE®

We recommend the chef prepare a tasting of appetizers, desserts and drinks that represent Mardi Gras. Example: **King Cake**.



VIBRANT LIFE®

Get ready to celebrate with residents, prospects and professionals with your community's own Mardi Gras parade and party.



- **Resident/Associate Float Making:** Residents and associates create “floats” that they can carry in the parade to kick off the event.
- **Mask/Hat Making:** Residents and associates can work together to create masks and hats that will be worn to the event. Make extra for guests to wear!
- **Doubloons Scavenger Hunt:** Hide those coins, and pair residents and guests. Send your residents and guests out on a quest to find them. The team that finds the most coins wins some small prizes.
- **Mardi Gras Float Parade:** Play great Mardi Gras jazz parade music during the parade. You can even have residents giving out beads along the way.
- **Mardi Gras Dance Party:** Following the parade, get the party started with some great dance music.

