



EVENT PURPOSE



What This Gathering Is About

To bring together a small group of friends, locals, and community members to enjoy the beauty, wine, food and stories of the Applegate Valley.



This is not a sales event.

It is an afternoon of connection, conversation and discovery – celebrating the people and places that make this valley so special.



GUEST STRATEGY

A Table Full of Interesting People

- Invite 22–24 guests
- A mix of locals, business owners, long-time residents, history keepers, creatives, and community connectors
- Think quality, not quantity
- Johanne helps identify and extend invitations to her network
- Personal invites go the farthest
- RSVP by April 8



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OUR TEAM



MELISSA (HOST)

- Overall planning & budget
- Invitation wording & RSVPs
- Greet & welcome
- Guide conversation
- Photography coordination



JOHANNE (FARM STAND)

- Help build guest list
- Provide Farm Stand items (honey + products)
- Set up Farm Stand display
- Share Farm Stand story



MARCUS & HEIDI (CROOKED BARN)

- Provide vineyard & setting
- Select & pour wines
- Share Crooked Barn story
- Table layout, parking & backup plan
- Handle wine service & licensing



CHRISTY (FIRESIDE CATERING)

- Design & prepare menu
- Set up grazing table & dessert
- Service, dietary needs & presentation
- Provide service ware & cleanup

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SPRING MENU CONCEPT

A Decadent Grazing Table

No beef will be served.



ARTISAN CHEESES

A variety of soft, creamy, sharp & aged cheeses.



CHARCUTERIE (NO BEEF)

Prosciutto, salami, coppa, smoked turkey, roasted chicken, specialty pork.



WARM SAVORY BITES

Baked brie with honey, tartlets, chicken skewers, bacon-wrapped dates, savory pastries & more.



FARM STAND TOUCHES

Johanne's honey, preserves, nuts, fresh herbs, seasonal fruit & more.



FRESH & COLORFUL ADDITIONS

Grapes, berries, olives, veggies, nuts, breads, crostini, crackers & more.



WINE PAIRINGS

Marcus & Heidi at Crooked Barn will pair their wines with the menu.



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DESSERT TABLE

The Decadent Finish

- Flourless chocolate torte
- Chocolate-dipped strawberries
- Mini lemon tarts
- Honey panna cotta
- Petite cheesecakes
- Dark chocolate truffles
- Salted caramel bites
- Chocolate-covered figs
- Shortbread with honey or preserves
- One beautiful centerpiece dessert

Crooked Barn will select the wine that best pairs with dessert.



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DETAILED EVENT FLOW

A Relaxed Spring Afternoon

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- 11:30** **Guests Arrive**
Wine, sparkling water & one small bite
- 11:45** **Welcome – Marcus & Heidi**
Vineyard & wine introduction (5–7 min.)
- 11:55** **Welcome – Melissa**
Why we're here (5 min.)
- 12:00** **Grazing Table Opens**
Food, wine & conversation begin
- 12:00–1:00** **Wine, Food & Conversation**
Mingle, connect & enjoy
- 1:00** **The Marigold Question**
Stories from the Applegate Valley (25–30 min.)
- 1:30** **Dessert Reveal**
Dessert table & dessert wine
- 1:30–2:00** **Dessert, Wine & Friendship**
More conversation & connections
- 2:00** **Simple Closing**
Thank you & Marigold gift

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PHOTOGRAPHY PLAN

Capture the Feeling



Candid moments
of connection

- Grazing table close-ups
- Wine being poured
- Crooked Barn vineyard scenes
- Johanne & Farm Stand display
- Group photo
- Details: florals, food, place settings



Ask permission for all photos.

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60-DAY COUNTDOWN

Key Dates

DAY 60	Confirm date & venue (Marcus & Heidi)
DAY 55	Confirm catering (Christy)
DAY 50	Build guest list (Johanne)
DAY 45	Finalize invites
DAY 40	Approve invitation & design
DAY 35	Send invitations
DAY 30	Review RSVPs
DAY 21	Confirm photographer & gifts
DAY 14	RSVP deadline / Final count
DAY 10	Seating plan & finalize menu
DAY 7	Send reminder to guests
DAY 3	Assemble gifts & supplies
DAY 1	Final checks & weather plan



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MARIGOLD GUEST GIFTS

A Little Thank You

Each guest receives a Little Marigold gift as our way of saying thank you for being part of this afternoon.



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COLLABORATOR DEBRIEF

After the Event

Before we leave, let's ask...

- 1 What worked well?
- 2 What could we do differently?
- 3 What did you enjoy most?
- 4 Ideas for future events?

*This is how
next year begins.*



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EVENT-DAY CHECKLIST

Everything in One Place

Before Guests Arrive

- ☐ Arrive 90 minutes early
- ☐ Table setup & flowers
- ☐ Signage / welcome area
- ☐ Wine & drinks ready
- ☐ Gifts & name cards
- ☐ Music (background)

During Event

- ☐ Welcome guests
- ☐ Keep time relaxed
- ☐ Take photos
- ☐ Enjoy the moment
- ☐ Listen & take notes

After Guests Leave

- ☐ Stay 20 minutes with team
- ☐ Quick debrief
- ☐ Pack up gifts & supplies



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SUCCESS MEASURES

How We'll Know It Worked

- ✓ Meaningful connections made
- ✓ Interesting stories gathered
- ✓ Guests felt welcomed & included
- ✓ Collaboration felt natural
- ✓ Beautiful photos & content captured
- ✓ Excitement for future gatherings
- ✓ Applegate story comes alive for book two

*"The best parts of a journey
cannot be planned —
only shared."*



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PLANNING NOTES

Our Ideas & To-Do's



WORKING BUDGET

Planning Range

Expense	Estimated
Catering (Fireside)	\$1,400 – \$1,700
Service ware / staffing	\$250 – \$350
Venue allowance (Crooked Barn)	\$300 – \$500
Wine (Crooked Barn)	\$400 – \$700
Flowers / table décor	\$150 – \$200
Photography	\$350 – \$500
Guest gifts	\$200 – \$250
Invitations / printing	\$75 – \$100
Contingency	\$250 – \$300

TARGET: \$3,375

DO NOT EXCEED: \$3,700

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