



# BARBIE (2023) AFTER-PARTY EVENT

Presented By Wonder5 Event Production Co. :

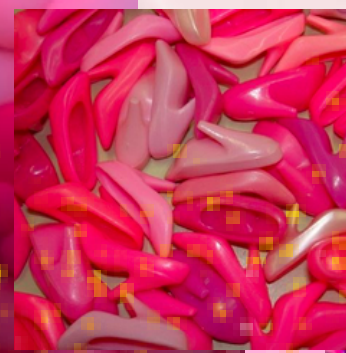
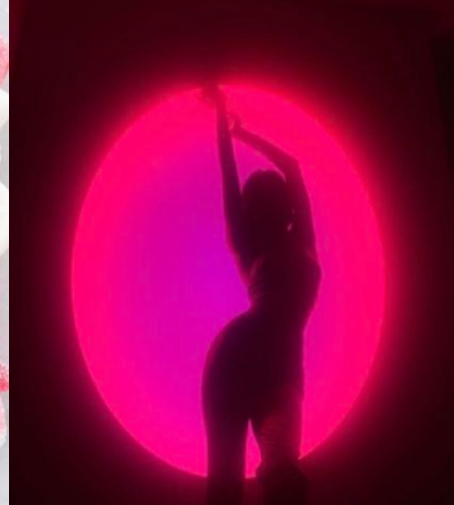
Caitlin Guntner, Isabelle Bellegarde, Yunae Hong, Darlyn Batista, and Victoria  
Crowe

# WONDER



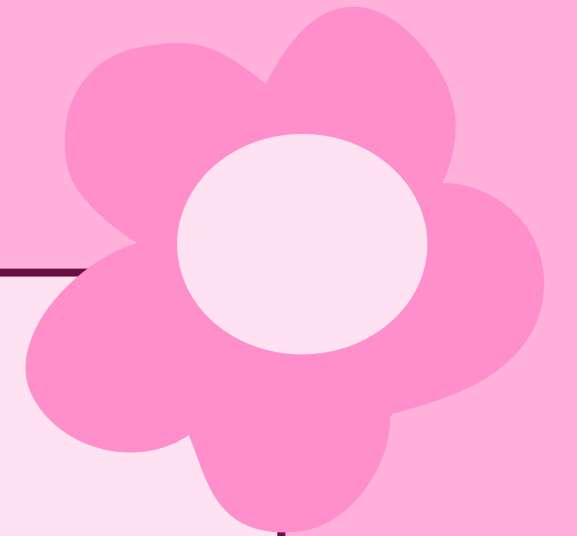
EVENT PRODUCTION CO.







# Event Objectives



To boost awareness of the upcoming movie, Barbie (2023), by creating a celebratory after-party following the debut screening at the AirBnB Malibu Barbie Dreamhouse.



# Site Selection



Airbnb Malibu Barbie Dreamhouse





Inside Space





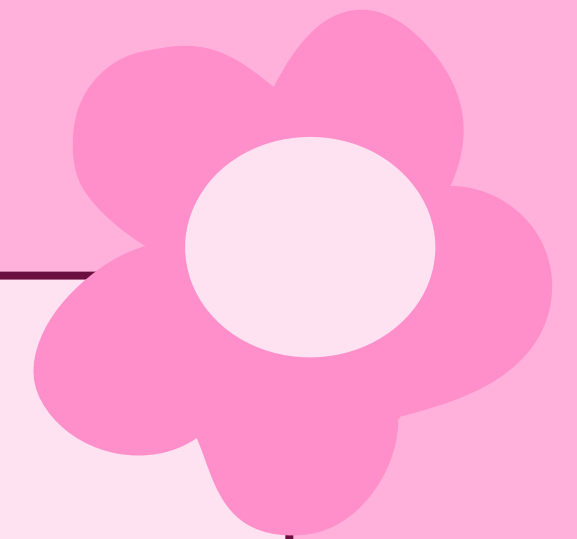
Outside Space



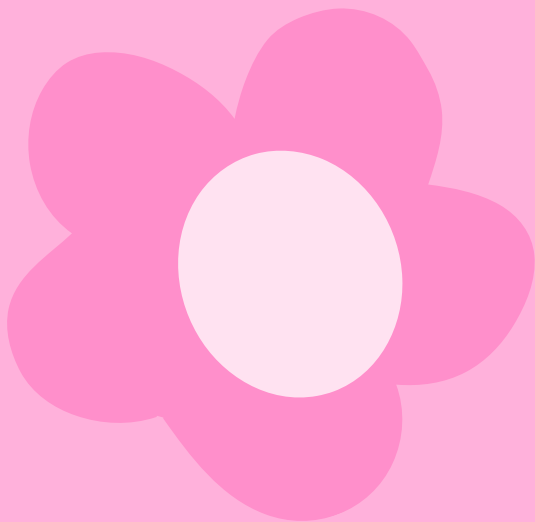
# Budget

\$300,000 including:

- Venue rental
- Staff
- Catering
- Music
- Activities
- Security



# Budget Breakdown

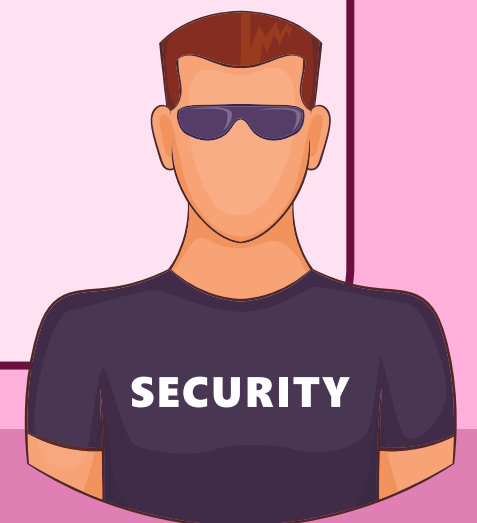


BARBIE AFTER PARTY - BUDGET				
Total Budget:		\$300,000		
Category		Details	Price Details	Total Price
Venue				
Security		10 Security Guards	85/hour PP	\$6,800
Wonder5 Event Production Co.		Company fee		\$50,000
Event Staff		35 Staffers	40/hr PP	\$11,200
Table Rental		70 Cocktail Tables	45/ per table	\$100
Dance Floor Rental		24' x 24' Floor		\$1,200
DJ		Joel Corry		\$25,000
Photo Booth Rental		Kim K Photo Booth		\$3,500
Lifeguard			\$60/HR	\$180
Cleaning Service				\$5,000
Transportation		Pink Stretch Hummer	\$400/each	\$800
Food/Beverage				
Catering (Including Food, Alcohol, Staff)		Bites & Bashes Catering	\$500 PP	\$111,000
Tips				\$5,000
Decor				
Step & Repeat		Custom Made		\$200
Balloons		10ft of Balloon Garland	\$40/FT	\$400
Signage		Neon Barbie Sign		\$350
Disco Ball				\$400
Lighting				\$3,000
Extra Decor		Pink carpet		\$2,000
Flowers				\$2,500
Miscellaneous				
Insurance				\$10,000
Remaining Budget				\$61,370

# Security Considerations

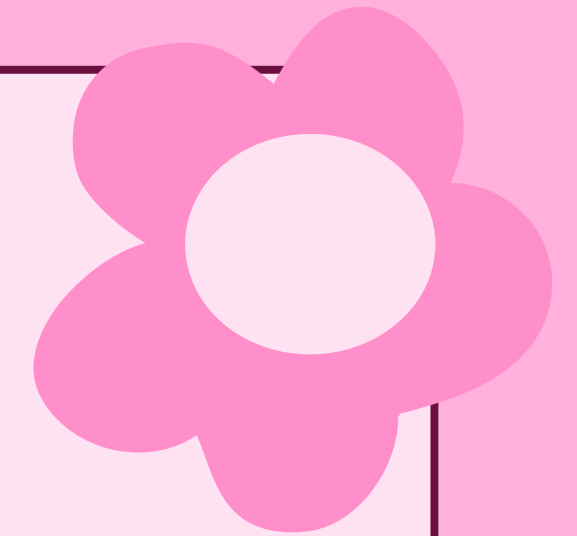
10 Total Security Guards including:

- Front Gate/ Street
- Front Door
  - RSVP is required for your name to be "on the list"
- Back Door / Outside
- Life Guard near pool
- Various rooms throughout the house





# Pre-Event Timeline



## March 2023

- Pitching
- Analyzing options
- Comparing costs etc.

## April 2023 - May 2023

- Contacting catering, transportation, and rental companies
- Contacting DJ
- Hiring Staff
- Confirm location, time
- Sending out invites

## June 2023 - July 2023

- Follow up with guests who have not RSVP
- Final confirmation of details with vendors, sponsors, and client

# Critical Path

## **SET-UP TIMELINE**

### **10 am - 9:50 pm**

- 10:00 am - Team arrives at the location
- 10:30 am - Start bringing in all equipment/rentals
  - Countertop cocktail tables
  - Disco Ball
  - Lights
  - Silverware
  - Glasses
  - Balloons, Flowers, Barbie Signage, Step & Repeat, Pink Carpet
- 12:00 pm - Photo booth Rental Set up
- 1:00 pm - Dance Floor Rental Set Up
- 2:00 pm - Team starts setting up party decor
- 4:00 pm- Setup check to be complete
  - Dance Floor set up
  - Photobooth set up
- 5:00 pm - Finalize party decor
- 6:00 pm - Double check RSVP/Guest List
  - Be 100% certain the guest list is finalized/updated
  - Make sure the # of guests coincides with the number of glasses/silverware/drinks/food available
- 7:00 pm - Set Up Staff leaves
- 9:00 pm - Team Meeting/Security+ Party Staff Arrives
  - Security to do a final check of the venue
  - Staff is walked through ethics, behavior code, emergency procedures, etc
- 9:00 pm - Catering Company Arrives
- 9:00 pm - Contact Transportation Company
  - Double-check all information regarding attendees who require Transportation
- 9:15 pm - DJ Arrives
- 9:30 pm- Final Walk Through
- 9:50 pm - Staff reports to position

## **PARTY TIMELINE**

### **10 pm - 1 am**

- 10:00 pm - Arrival Time
- 10:30 pm - The event begins
  - Cast Arrives
- 10:30 pm - 12:45 am - Party!
- 12:35 am - DJ is advised to close their set/dismiss the party
- 1:00 am - Party officially ends

## **CLEAN-UP TIMELINE**

### **1 am - 3 am**

- 1:15 am - Clean Up Staff arrives
- 1:30 am - DJ leaves
- 1:45 am - Rental Equipment Load-Out
  - Tables
  - Dance Floor
  - Disco Ball
  - PhotoBooth
- 2:00 am - 3:00 am - Final Walkthrough
  - The venue must be returned to its original condition

# Staff Schedule

[illegible]



# Activities

- Food, drinks, music, and socializing
- Photobooth and Barbie box photospot
- Dance floor
- Lounge by the pool (Funboy X Barbie pool loungers)



# Photobooth Style



Pictured: Barbie (2023) promotional posters



Margot  
Robbie

Ryan  
Gosling



She's everything.  
He's just Ken.

Only In Theaters  
**July 21**

**WARNER BROS**

PROUDLY INVITES YOU TO ATTEND  
THE MALIBU PREMIERE AND AFTERPARTY OF

**BARBIE**

THURSDAY, JULY 21, 2023

7:30 PM

AMC THOUSAND OAKS 14

166 W Hillcrest Dr

Thousand Oaks

EXCLUSIVE AFTER PARTY  
IMMEDIATELY FOLLOWING THE SCREENING

BARBIE DREAMHOUSE AIRBNB

582 Ocean Park Court

Malibu

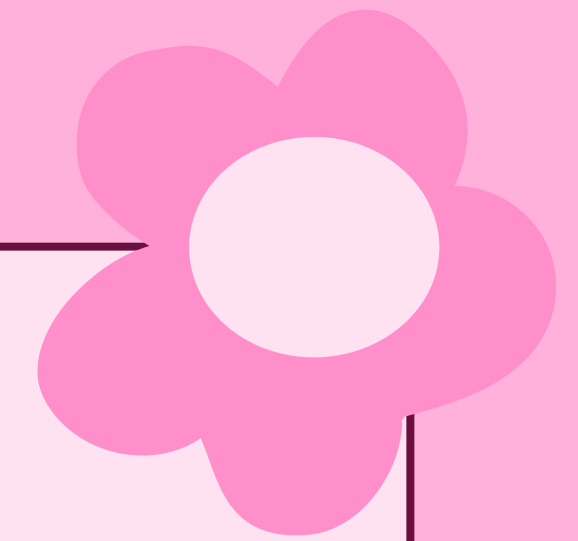
PRESENTED BY



FOR TICKETS AND MORE INFORMATION KINDLY  
RSVP TO [BARBIE@WARNERBROS.COM](mailto:BARBIE@WARNERBROS.COM)

YOU MUST RSVP BY JULY 8, 2023

THIS INVITATION IS NON-TRANSFERRABLE AND HAS NO CASH VALUE. PHOTO ID WILL BE REQUIRED UPON CHECK-IN AND MUST MATCH THE NAME OF THE RESERVATION



# Marketing Initiatives



@warnerbros

*Win a chance to  
attend the Barbie Movie  
premiere and after party!*



@warnerbros Enter to win 2 tickets to the exclusive Barbie movie premiere and after-party on Thursday, July 21, 2023! Must be following @warnerbros and @barbiemovie and like this post. Tag the guest you would bring in the comments below! Post to stories for one extra entry.



# Transportation



25 people in each,  
x2



# High- Level Sponsor



Including Airbnb 3 night voucher for each guest

# Mid-Level Sponsors

STONEY CLOVER LN

FUNBOY

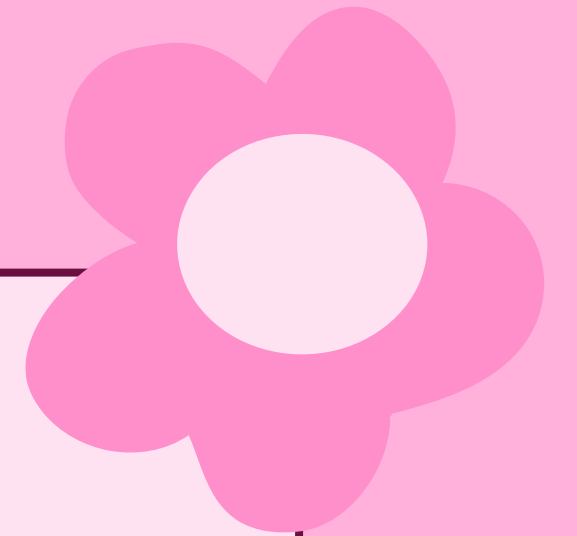


LELE SADOUGHI

COLOURPOP



*Funny Face*  
BAKERY



# Gift Bags



Stoney Clover x Barbie Beach Bag



Ticket for 3 Night stay



Colourpop x Barbie eyeshadow palette



Lele Sadoughi x Barbie Headband



Funny Face Bakery Cookie

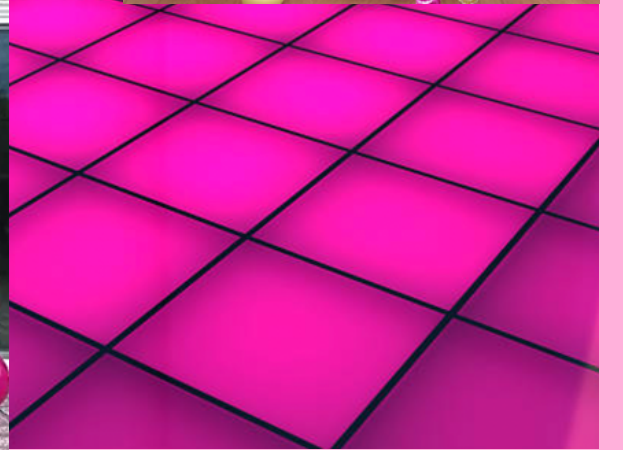
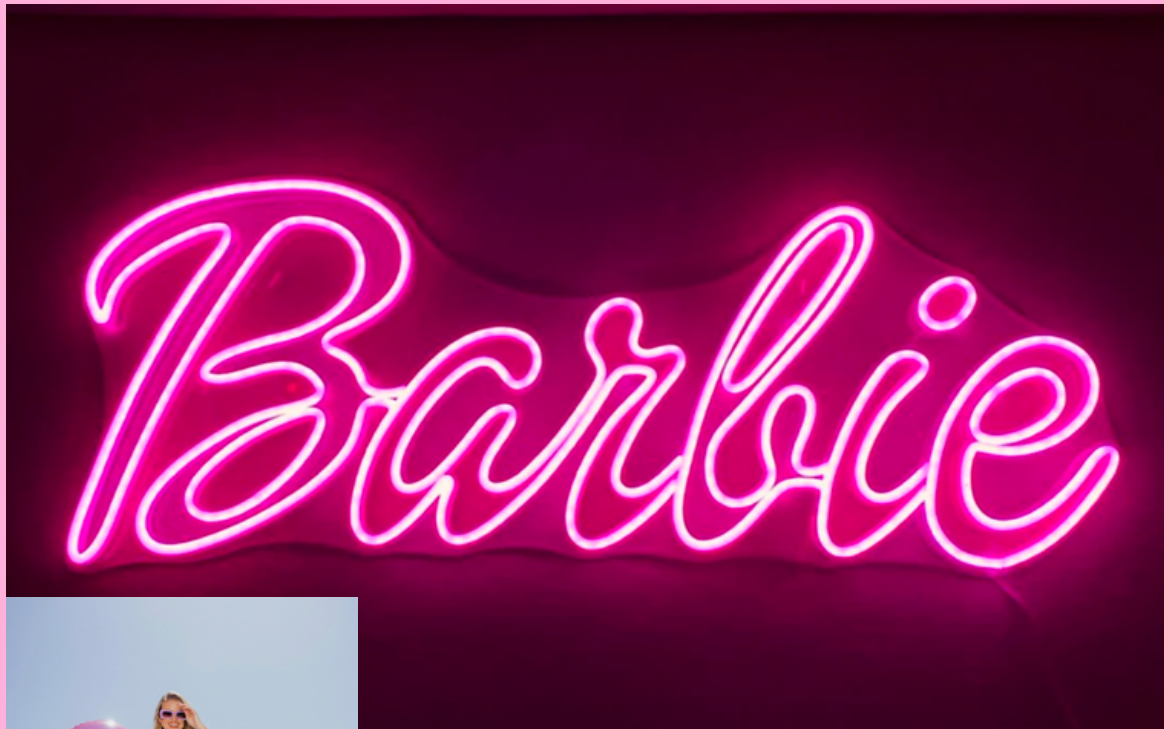


# Guest Selection



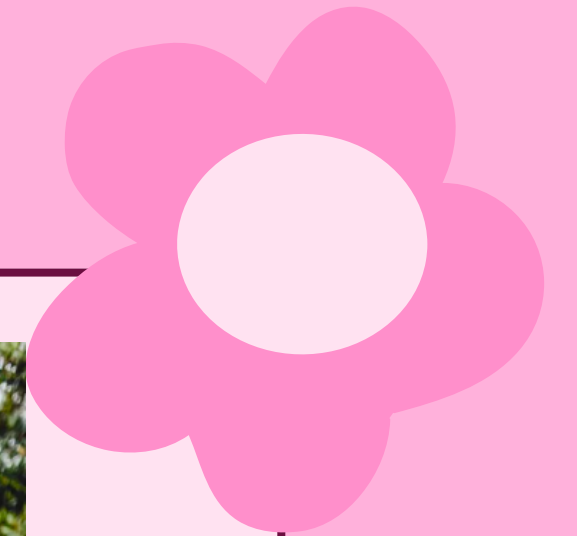


# Decor





# Table Considerations





# Lighting/Ambiance





# Audio



[Song Link](#)



# Catering Presented by:



BITES & BASHES





# Signature Drinks



## Pretty in Pink

Cosmpolitan



## Blonde Ambition

Mimosa



THANK



YOU!

