



WILDSIDE CATERERS

Wildside Caterers

CASE STUDY

Customer Focus

Best Buy Foundation Gala

OPPORTUNITY:

The Best Buy Foundation was looking for an organization to provide a single-minded customer focus to aid them in their efforts to take their fund raising to the next level. Their vision was to host a gala event during their three-day golf tournament featuring an "A-list" recording artist. The goal, create an amazing event including a reception and silent auction, three-course meal with wine service for more than 3,000 invited guests and a private concert by their featured artist.

SOLUTION:

Turn the 19,000-seat Xcel Energy Center into a dining room for 3,000, and the exhibit hall in Saint Paul RiverCentre into the world's largest silent auction/cocktail party.

In 2003, the directors of The Best Buy Foundation began working with the teams from Wildside Caterers and SPAC and the result was music to their ears.

By focusing on the needs of the organization, we found vendors to build platforms for the additional tables, transforming the arena into a multi-level dining room, complete with wine service.

THE RESULT:

The event is now a staple of the three-day fund raising effort. Since the first event in 2004, it has been the subject of numerous articles in regional and national publications.

In 2006, Best Buy Foundation raised \$2.8M during the event, their most successful to date.

