

St. Andrew's Derby Brunch



St. Andrew's Derby Brunch Outreach Report

The first ever St. Andrew's Derby Brunch was held on May 6, 2012 and was an immense success, raising more than \$15,000 for seniors in the St. Louis metropolitan area.

There were 80 attendees for the event who were treated to a dozen local restaurants and caterers along with numerous activities from local event vendors as well, including:

- [Carriage rides](#) through the historic neighborhood
- Family and group photos with [Life at Play](#) photo station! You will be able to have your photo taken with a beautiful horse from [Spring Willows Farm](#).
- Guided tours through the historic [Hawken House](#)
- Festive music by Flamenco guitarist, [Liam Christy](#)
- Delicious homemade mint juleps, provided by Terry Coleman
- An exciting auction with a one night stay in a secluded cabin close to home (see attached), a private flight to Chicago or Kansas City for 3 and more!

An integrated marketing strategy helped to spread the word about this event through online and offline efforts.

Due to changes in the event itself, outreach began later than expected, but the results resonated with the St. Louis community through local press, bloggers, social media influencers, as well as local organizations.

There is always room for improvement. Utilization of Eventbrite.com tools can enhance efforts to promote next year's brunch. Emails promoting the brunch had a click-through rate of 6 percent, with at least 1,000 unopened each time. Email promotion did result in more brunch registrations online, but many chose to call and register over the phone or with a mailed-in registration.

In addition to starting promotion of the event earlier for next year's event, we recommend more offline flyers, cross-promotion of the event on more social media sites as well as more blogging on the premier sponsors, restaurants and caterers to increase traffic and attendance.

Earlier promotion efforts should also result in increased online registrations as well, as those receiving emails will have more time to process and make a decision on whether to attend.

Eventbrite.com Promotions: Landing page and Email campaigning

Eventbrite.com is a leading event promotion software that acts as a one-stop-shop portal for event management.

Landing Page created at STLDerbyBrunch.eventbrite.com

Eventbrite

Contact St. Andrew's Charitable Foundation for event and ticket information.

EmailShareTweeLike41



This event has ended!View current events hosted by St. Andrew's Charitable Foundation

St. Andrew's Derby Brunch

Sunday, May 6, 2012 from 11:00 AM to 2:00 PM (CT)
St Louis, MO

Ticket Type	Sales End	Price	Fee	Quantity
VIP Brunch Ticket VIP Brunch Ticket seats include guaranteed premium seating, personal wait staff, and exclusive beverages. For more questions, contact Ashley Turiglatto at 314-678-1245 or aturiglatto@standrews1.com .	Ended	\$75.00	\$0.00	N/A
General Admission Brunch Ticket General Admission Brunch Ticket seats include first available seating and all the excitement of the garden party! For more questions, contact Ashley Turiglatto at 314-678-1245 or aturiglatto@standrews1.com .	Ended	\$50.00	\$0.00	N/A
Children's (15 & Younger) Brunch Ticket General Admission Brunch Ticket seats include first available seating and all the excitement of the garden party! Lots of games and children's activities! For more questions, contact Ashley Turiglatto at 314-678-1245 or aturiglatto@standrews1.com .	Ended	\$25.00	\$0.00	N/A
Employee General Admission Brunch Ticket General Admission Brunch Ticket seats include first available seating and all the excitement of the garden party! For more questions, contact Ashley Turiglatto at 314-678-1245 or aturiglatto@standrews1.com .	Ended	\$25.00	\$0.00	N/A

When & Where



Historic Hawken House
1155 S Rock Hill Rd
St Louis, MO 63119

Sunday, May 6, 2012 from 11:00 AM to 2:00 PM (CT)

[Add to my calendar](#)

Hosted By

St. Andrew's Charitable Foundation

[Contact the Host](#)

[View other St. Andrew's Charitable Foundation events](#)

[Subscribe to receive notifications of future events by this host](#)

Share this!

ShareTweeLike41 people like this, be the first of your friends.

Event Details

Wonderful food tastings from local restaurants and caterers. Traditional "Derby" dishes & of course we won't forget the libations, like mint juleps! Local celebrity judges will bring excitement by choosing the best dish. Come dressed to impress in your best hat and Derby gear and enjoy the following:

- "Best Hat" & "Most Fun Hat" Prizes
- Family friendly activities, face painting
- Horse petting area
- Auction
- Music & carriage rides
- Tours of the Historic Hawken House

All proceeds benefit low income seniors served by the St. Andrew's Charitable Foundation.

Your tastebuds will be delighted by:

- Cape Albeon
- Catering Your Way by Lisa
- Companion Bakery
- Mission Catering
- Missouri Athletic Club
- Obuse Catering
- Roversy Casino
- The Willows at Brooking Park

Buy your tickets now! Contact Ashley Turiglatto at 314-678-1245 or aturiglatto@standrews1.com for questions. Only 300 tickets will be sold!

News and Updates

Friday, April 6, 2012

We are excited to announce our list of participating caterers for the St. Andrew's Derby Brunch!

Your tastebuds will be delighted by:

- Cape Albeon
- Catering My Way by Lisa
- Companion Bakery
- Mission Catering
- Missouri Athletic Club
- Obuse Catering
- Roversy Casino
- The Willows at Brooking Park

All proceeds benefit low income seniors served by the St. Andrew's Charitable Foundation.

Reservations coming soon! To reserve your seat now contact Ashley Turiglatto at 314-678-1245 or aturiglatto@standrews1.com. Only 300 tickets will be sold!

Monday, January 30, 2012

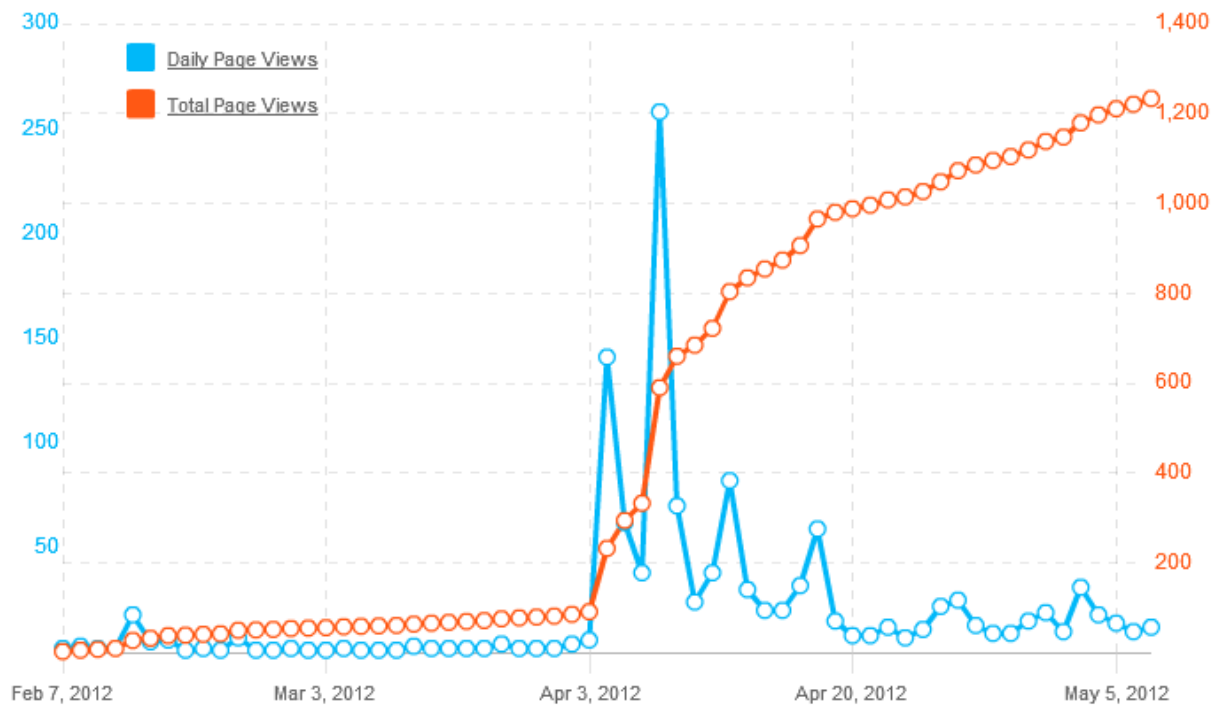
We have chosen the Historic Hawken house for our First Annual St. Andrew's Derby Brunch. Follow us on Facebook for more information at <https://www.facebook.com/pages/St.-Andrews-Derby-Brunch/56387424389690>

Contact St. Andrew's Charitable Foundation for event and ticket information.

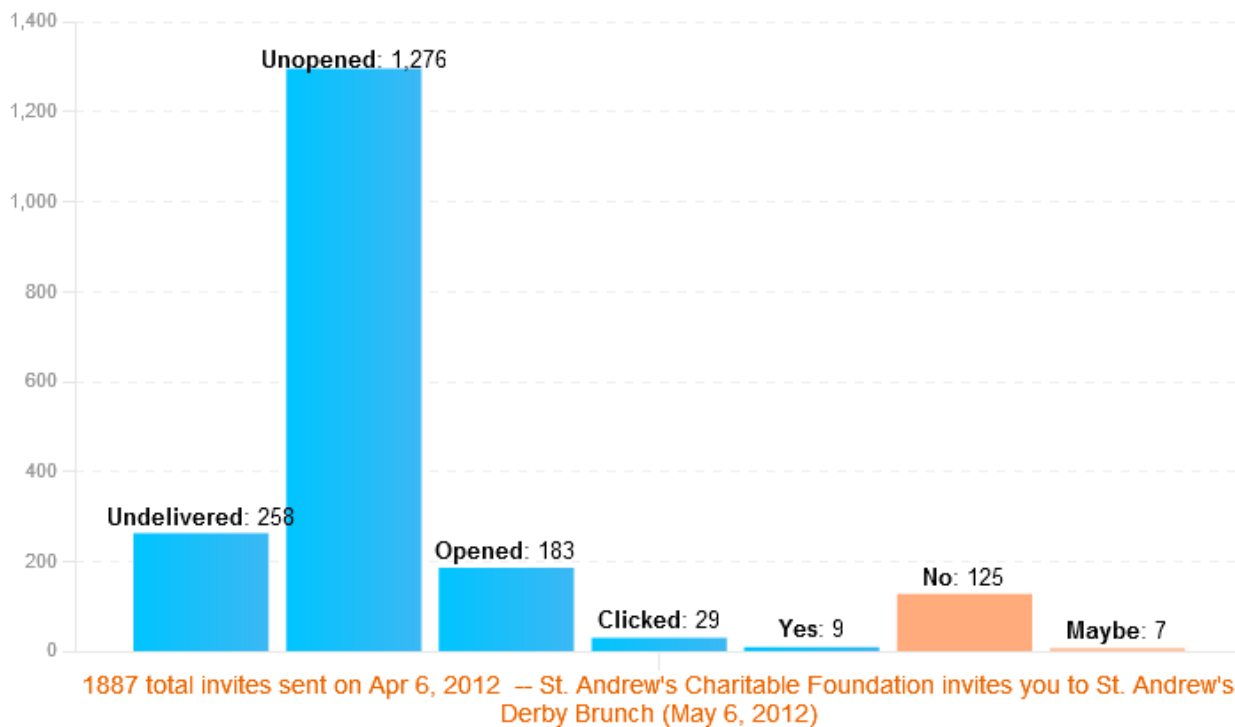
Use Eventbrite for event knowledge and online event registration.
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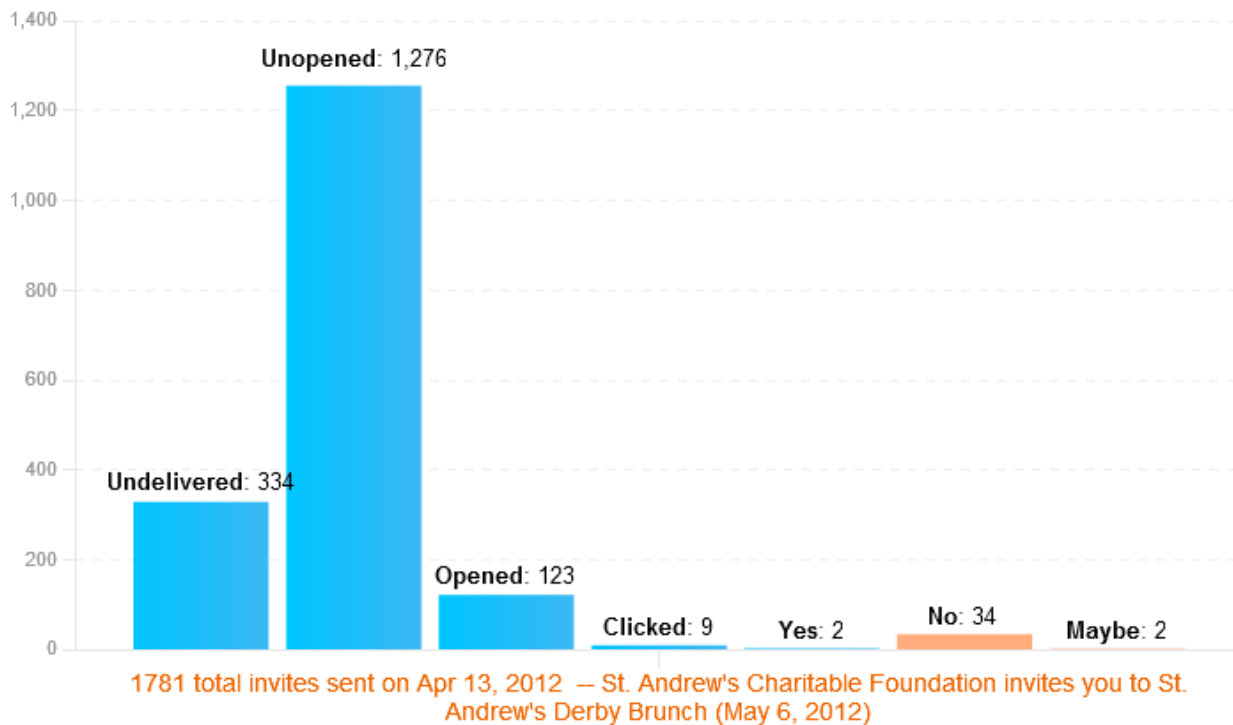
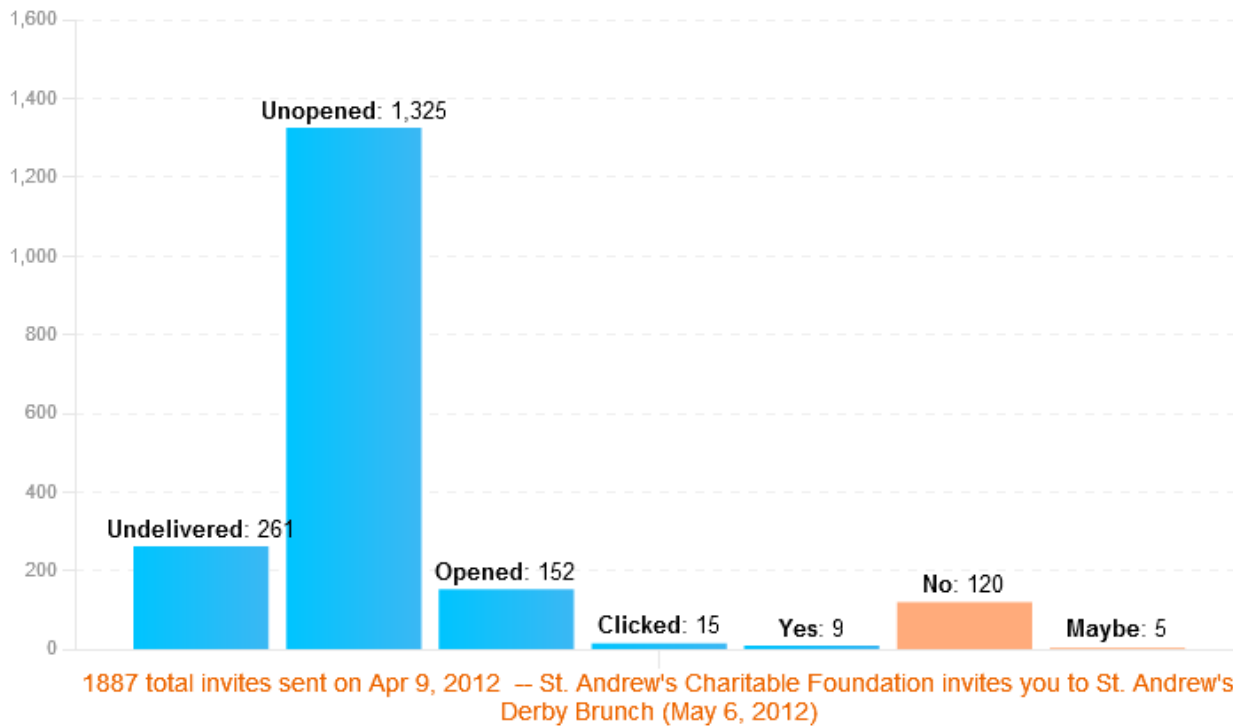
Eventbrite

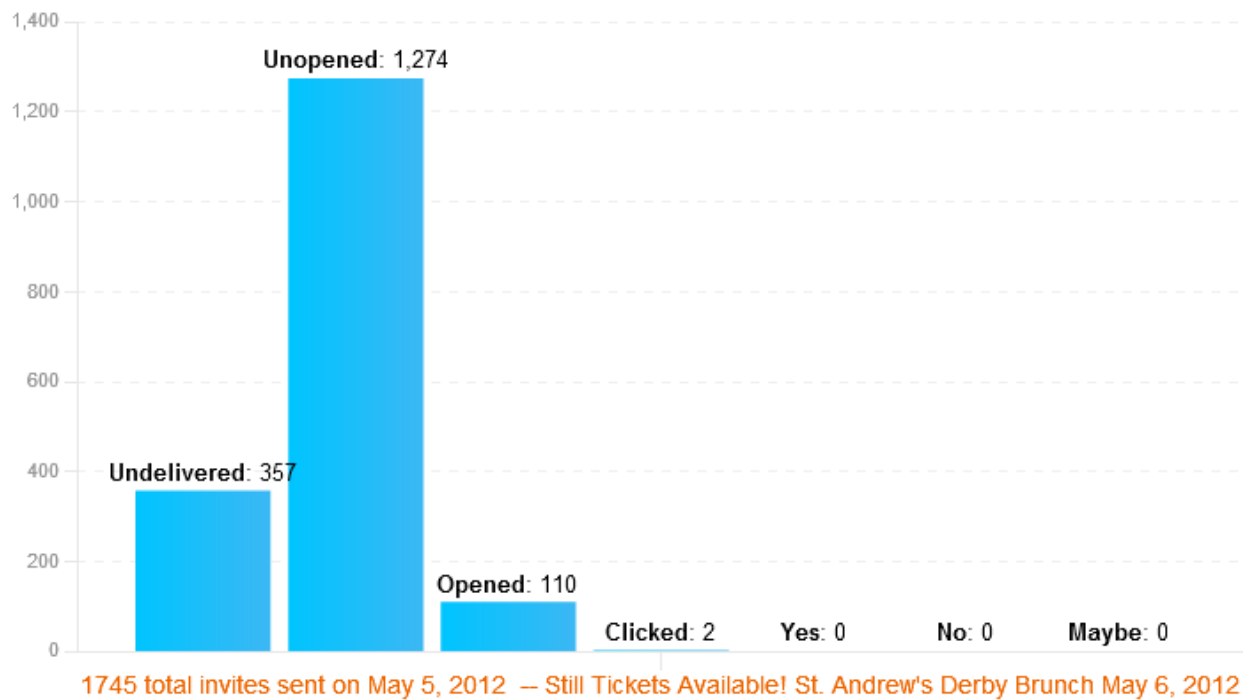
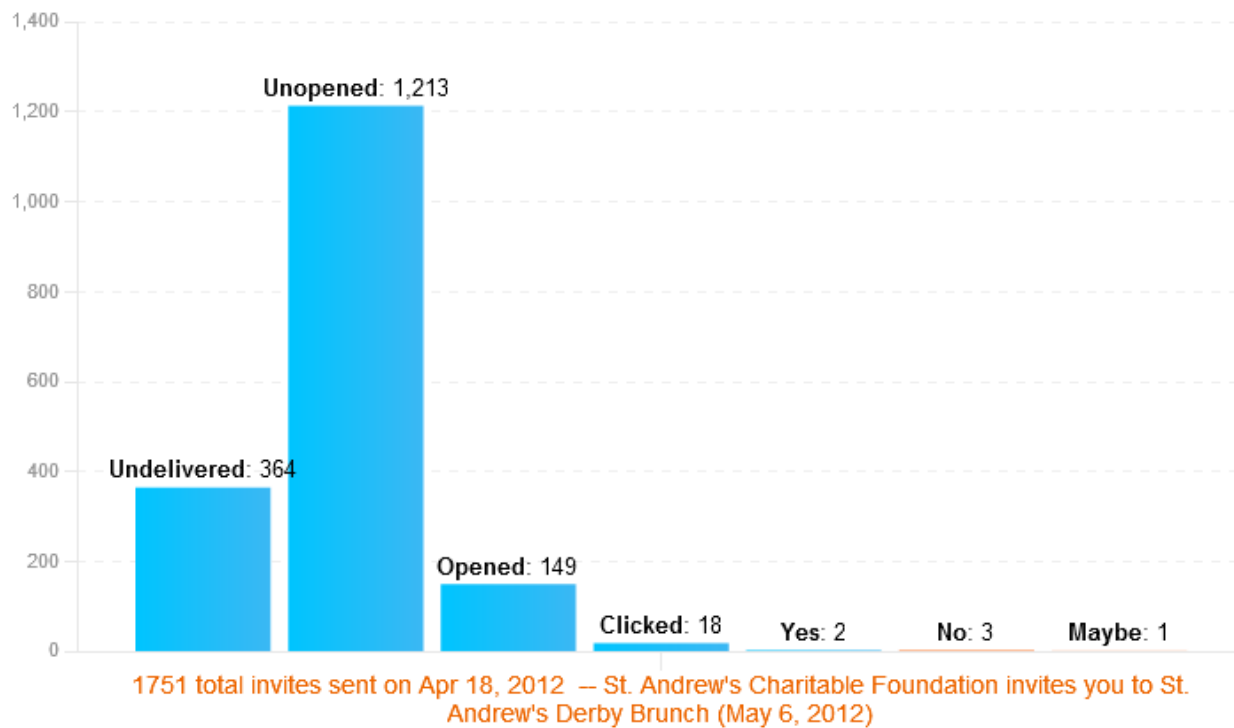
Pageviews



Total Emails Sent through Eventbrite.com: 5







Event Submissions

Stloday.com http://events.stloday.com/st_louis_mo/events/show/253285544-st-andrews-derby-brunch

Stlmag.com <http://www.stlmag.com/St-Louis-Magazine/Calendar/index.php/name/St-Andrews-Derby-Brunch/event/9638/>

Patch.com <http://webstergroves.patch.com/events/st-andrews-derby-brunch>

Stlcalendar.com
http://www.stlcalendar.com/event/index.php?category=1&month=5&day=6&year=2012&event_uid=92434&submit=detail

stlouismetromix.com <http://stlouis.metromix.com/events/521998-st-andrews-derby-brunch-webster-groves>

Events.kmov.com http://events.kmov.com/stlouis_mo/events/st-andrews-derby-brunch-/E0-001-047399302-0

Events.stlouis.cbsglobal.com http://eventful.com/stlouis_mo/events/st-andrews-derby-brunch-/E0-001-047399512-5

KDHX <http://kdhx.org/calendar/st-andrews-derby-brunch-27120?Itemid=35>

Neighborhood and Community Marketing:

Emailed flyer to 50 Webster Groves community leaders and organizations



St. Andrew's Derby Brunch

Premier Sponsors:  

Sunday, May 6, 2012
11 a.m. to 2 p.m.
Historic Hawken House
1155 S Rock Hill Road, Webster Groves, MO

Buy your tickets at <http://STLDerbyBrunch.Eventbrite.com>
VIP \$75, General Admission \$50, Children's \$25

*An elegant event featuring wonderful food tastings from local restaurants and caterers.
Traditional "Derby" dishes & of course we won't forget the libations, like mint juleps!*

Come dressed to impress in your best hat and Derby gear and enjoy the following:

- "Best Hat" & "Most Fun Hat" Prizes
- Family friendly activities, face painting
- Horse petting area
- Auction
- Music & carriage rides
- Tours of the historic Hawken House

Your taste buds will be delighted by:

- Companion Bakery
- Mission Catering
- Missouri Athletic Club
- Oblique Catering
- Rivercity Casino
- The Willows at Brookings Park

All proceeds benefit low income seniors served by the St. Andrew's Charitable Foundation.

Buy your tickets now! Contact Ashley Turiglatto at 314-678-1245 or aturlglatto@standrewsL.com for questions. Only 300 tickets will be sold!



Press Outreach and Blogger Engagement

Targeted press release sent to 50+ local journalists and foodie writers.

Results: Briefs in local calendar briefs and Feast.com The Feed.

Feast.com Ad from April 5 to May 7



<http://demos.stltoday.com/standrews/300x250standrews040212/index.html>

Impressions: 9,227

Clicks: 27

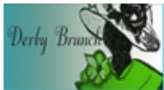
Click Rate: 23 percent

Derby Brunch Facebook Campaign

In addition to ongoing posts and blogging, the St. Andrew's Charitable Foundation took out Facebook Ads:

Sponsored [Create an Ad](#)

St. Andrew's Derby Brunch ✕
stlderbybrunch.eventbrite.com



Buy your tickets now! An elegant, Webster Groves event on May 6 featuring savory food tastings from local restaurants and caterers.

Sponsored [Create an Ad](#)



St. Andrew's Resources for Seniors System
St. Andrew's Derby Brunch at Hawken House
— Sunday, May 6 at 11:00am at Hawken House.



Join us for delicious food tastings, vibrant music, derby inspired gam...

[Invite Friends](#)

Clicks: 203

Frequency: People were shown the ad an average of 7.5 times

Impressions (total times Ad was shown on Facebook): 992,034

Total Reach (number of people who saw the ad): 125,109 people

Total spent: \$262.49

Selected Derby Brunch press and social media placements:

<http://storify.com/standrewssenior/derby-brunch-press-and-social-media>



1.

St. Andrew's Derby Brunch - Webster Groves | Metromix St. Louis

5 days ago ... St. Andrew's Derby Brunch. ... Say it: avatar · StAndrewsResources posted a photo of St. Andrew's Derby Brunch. ...



2.

Restaurants | Metromix St. Louis

3 days ago ... Looking for St. Louis Restaurants? ... Brunch/Breakfast Restaurants StAndrewsResources posted a photo of St. Andre...



3.

St. Andrew's Derby Brunch | LinkedIn

6 days ago ... Your tastebuds will be delighted by: Cape Albeon Catering My Way by Lisa Companion Bakery Mission Catering Missouri Athl...



4.



St. Louis Pet Events St Louis Events, Shows & Things to do ...

St. Andrew's Derby Brunch. Sunday, May 6 11:00a. Hawken House Hearth Room , St Louis An elegant event featuring food tastings from l...



5. [Society Photos - All Albums | Ladue News](#)

St. Andrew's Derby Brunch. Sun, May 06, 11:00 am America/Chicago; Historic Hawken House, Webster Groves. Trail Watch Orientation. T...



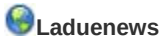
6. [St. Louis Pet Events St Louis Events, Shows & Things to do ...](#)

St. Andrew's Derby Brunch. Sunday, May 6 11:00a. Hawken House Hearth Room , St Louis An elegant event featuring food tastings from l...



7. [April Charity Calendar - Ladue News: Charities & Non-Profits](#)

Apr 5, 2012 ... ILLUMINATION GALA featuring Minnie Driver at The Ritz-Carlton St. Louis to benefit Siteman Cancer Center, ... St. Andre...



8. [St. Louis St Louis Horse Events Events, Shows & Things to do ...](#)

St. Andrew's Derby Brunch. Sunday, May 6 11:00a. Hawken House Hearth Room , St Louis An elegant event featuring food tastings from l...



9. [United Way of Greater St. Louis | LinkedIn](#)

St. Andrew's Derby Brunch - May 6 11 a.m. to 2 p.m.. If you're in St. Louis on Derby weekend, join us! All proceeds benefit low...



10. [St. Louis Live Music Restaurant St Louis Events, Shows & Things to ...](#)

St. Andrew's Derby Brunch. Sunday, May 6 11:00a. Hawken House Hearth Room , St Louis An elegant event featuring food tastings from l...





11. St. Andrew's Derby Brunch at Postal code 63119, US | CBS Local St ...

Event Details. Description. Wonderful food tastings from local culinary students. Traditional "Derby" dishes & of course ...



12.

Im super blessed, excited, and busy!!! Obtuse Catering, LLC is partnering with St. Andrew's Charitable Foundation to raise money for our elderly! Also with the National Black MBA Association, INC. for their entrepreneur Think Tank! And Old School's Skate Party at Skate King!!! Yall that BBQ is going to be crazy!!!! Lionel Franks Eric May #proudsmallbusinessowners

Cameron Maurice

a month ago



13.

Time to make Derby Day plans! Here's a fab, hat-worthy brunch event benefiting @StAndrewsSenior charitable foundation: stlderbybrunch.eventbrite.com/

Amy Burdge

a month ago

ReplyRetweet



14.

@DeliciousSTL We've been talking about the Derby Brunch all morning. Is it lunch yet? #hungry just thinking about it!

St. Andrew's

25 days ago

ReplyRetweet



15.

RT @DeliciousSTL: Time to make Derby Day plans! Here's a fab, hat-worthy brunch event benefiting @StAndrewsSenior charitable foundation:stlderbybrunch.eventbrite.com/

St. Andrew's

25 days ago

ReplyRetweet

Additional St. Andrew's Derby Brunch Publicity

<http://storify.com/standrewssenior/st-andrew-s-derby-brunch-publicity#publicize>



1.

Ladue Lips - Ladue News: Ladue Lips: charity awards, michael hall ...

Apr 19, 2012 ... Meanwhile, on Sunday, May 6, ST. ANDREW'S CHARITABLE FOUNDATION is hosting its Derby Brunch at the historic Hawken...



2.

THE FEED: St. Andrew's Hosting Derby Brunch Benefit May 6 ...

Apr 13, 2012 ... The upcoming St. Andrew's Derby Brunch offers a perfect chance to treat your mother to brunch early this year and ...



3.

St Louis, MO Fairs & Festivals: St. Andrew's Derby Brunch ...

Come to STLtoday.com for St. Andrew's Derby Brunch details, and to find other Fairs & Festivals events in St Louis.



4.



Events - St. Andrew's Derby Brunch | KDHX.org

Hawken House will host the St. Andrew's Derby Brunch, featuring food tastings from local restaurants and caterers. Other events inc...



5.



St. Andrew's Derby Brunch - May 6, 11 a.m. to 2 p.m. Historic ...

Apr 27, 2012 ... Fun things at the event: Carriage rides through the historic neighborhood. Family and group photos with Life at Play p...



6.



Big hats, great food and good fun: What's not to love? Join @StAndrewsSenior at their Derby Brunch on May 6. bit.ly/JwhoF1

Amy Burdge

8 days ago

ReplyRetweet

7.

St. Andrew's Derby Brunch - Webster Groves | Metromix St. Louis

2 days ago ... Event Description: Wonderful food tastings from local restaurants and caterers. Traditional "Derby" dishes & of cour...



8.



So many great chefs. Another chance to wear your Derby Duds. A worthy cause: @StAndrewsSenior. Buy your tickets today! bit.ly/JwhoF1

Amy Burdge

4 days ago

ReplyRetweet

9. [Send Me Saturday to include 350+ Volunteers, 15 Family-friendly ...](#)

4 days ago ... St. Andrew's Derby Brunch. May 6, 11:00AM. Hawken House - History Barn/ Hearth · Add an Event · See more local events...

 southcounty.fox2now.com

10. [Obtuse Catering, LLC | Facebook](#)

We're excited to have Obtuse Catering, LLC as one of the participating caterers for the St. Andrew's Derby Brunch! <http://stlde...>

Facebook



11. [fund_raisers - stlcalendar.com - Comprehensive Event Listings](#)

TH Annual Derby Day Soiree. 6. Mount Pleasant Estates Supports Ronald McDonald House · Family Fun Run & Wellness Walk · St. Andrew&...

 [Stlcalendar](#)



12. [United Way of Greater St. Louis | LinkedIn](#)

St. Andrew's Derby Brunch - May 6 11 a.m. to 2 p.m.. If you're in St. Louis on Derby weekend, join us! All proceeds benefit low...

 [LinkedIn](#)



13. [May Charity Calendar - Ladue News: Charities & Non-Profits ...](#)

5 days ago ... DERBY BRUNCH at Hawken House to benefit St. Andrew's Charitable Foundation, 678-1245. Thursday 10. Sixth annual IT&#...

 [Laduenews](#)

14. [Webster Groves Events on Patch - Webster Groves, MO Patch](#)

2 days ago ... St. Andrew's Derby Brunch · Tomorrow, May 6, 2012, 11:00 am. The Hearth Room At Hawken House, 1155 S Rock Hill Rd, S...

 webstergroves.patch.com

15. [Twitter / @LeadingAge/LeadingAge Members](#)

StAndrewsSenior Tweeting live from the St. Andrew's Derby Brunch! about 7 hours ago via Twitter for iPhone · Christy Kovel christyk...



16.

Chef Dan's the man! RT @StAndrewsSenior: Lots of savory culinary delights! Check this out from @rivercitycasino [twitter.com/StAndrewsSenior...](#)

River City Casino

a day ago

ReplyRetweet



17.

Thanks for having us! RT @StAndrewsSenior: @companionbaker brought the yummy today to the Hawken House! [po.st/ioseNd](#)

Companion Baker

2 days ago

ReplyRetweet



18.



@companionbaker brought the yummy today to the Hawken House!

<http://pic.twitter.com/STMC4woA>

St. Andrew's

2 days ago

ReplyRetweet

For more placements, please view Google Search Results here:

https://www.google.com/webhp?sourceid=chrome-instant&ie=UTF-8&ion=1#hl=en&sclient=psy-ab&q=%22St.%20Andrew's%20Derby%20Brunch%22&oq=&aq=&aqi=&aql=&gs_l=&pbx=1&fp=ecb6a798695883bc&ion=1&bav=on.2,or.r_gc.r_pw.r_cp.r_qf.,cf.osb&biw=840&bih=456