



THE FARA  
ENERGY  
BALL

# COMMUNITY *Watch Party Guide*

The FARA Energy Ball is a fun, high energy gala held each fall in Tampa, Florida benefiting The Friedreich's Ataxia Research Alliance (FARA) and USF Health Ataxia Research Center. Over the past twelve years, the FARA Energy Ball has funded over \$15 Million for FA research, expanded the research capacity of the Collaborative Clinical Research Network (CCRN) in FA and raised unparalleled awareness of FA within the Tampa Bay community and beyond.

No matter where you are, we invite you to be part of this year's event, which will take place on International Ataxia Awareness Day, September 25.

If you are unable to travel to Tampa, you can take part with your very own watch party. Whether you wish to tune into the livestream with a few family members, or throw a glamorous party for your entire community, we welcome you to be part of FARA's biggest event of the year!

## GETTING STARTED

To start planning your Community Watch Party, contact FARA's Manager of Grassroots Events at [ann.musheno@curefa.org](mailto:ann.musheno@curefa.org)



# HOW TO HOST A COMMUNITY PARTY

## **FIND A VENUE**

Unless you feel comfortable hosting a larger party in your home, we recommend checking out community centers, schools, and places of worship to see if they rent event space. We suggest you look for a venue that includes tables, chairs, access to the internet, and either a large screen tv or projector for viewing the program.

## **MAKE A GUEST LIST**

Make a list of friends, family, and colleagues who you wish to invite to your event as well as their emails and/or mailing addresses.

## **ORGANIZE FOOD & BEVERAGES**

If you would like to have refreshments available for your guests, there are many budget conscious ways to do it. You can reach out to local restaurants, grocery stores, wineries, breweries, to see if they might provide snacks or beverages for your event. You can also arrange for a committee of volunteers to bring food and beverages potluck-style. Or, you can ask food trucks to be on site and allow them to charge guests directly.

*Please note: If you wish to serve alcohol, please inform FARA staff as soon as possible to ensure we have the proper insurance and licenses in place for your event.*

## **ADDITIONAL ENTERTAINMENT**

The livestreamed program will be approximately 1 hour long, so we recommend that you have additional entertainment at your event, whether that be live music, a DJ, or simply a well curated playlist.

# HOW FARA CAN HELP

## **INVITATIONS & E-BLASTS**

FARA will have templated invitations to send your guests via both mail and email.

## **TICKETING SOFTWARE**

If you wish to sell admission to your event, FARA will work with you to identify appropriate ticket and local sponsor pricing for your event and set up a branded website for ticket sales. You will be given administrative access to the system to see who has registered.

## **AUCTION / DONATION SOFTWARE**

FARA contracts with an auction software provider for The Energy Ball that will enable your guests to bid on a variety of auction items and make donations. Contact Ann Musheno at [ann.musheno@curefa.org](mailto:ann.musheno@curefa.org) if you have an auction package with a national appeal (i.e. getaways, memorabilia, gift certificates) you would like to see included.