



## SIFF Marquee Gala Table Captain Guide

### What Does a Table Captain Do?

**Invite:** Each table captain hosts a table (or tables) of 10 guests—friends, family, colleagues and business partners, etc.—anyone who wants to support SIFF as we continue celebrating our 50th Anniversary of the Festival and look towards future programming, education work, and next year’s Festival.

**Host:** At the event, share your enthusiasm for what makes SIFF so special and answer any questions your guests may have. During the program, sit back and be inspired to come together and make an impact!

**The Next Step:** After the event, encourage your guests to get more involved—invite them to a film screening or upcoming festival (like [Doc Fest](#) or [Cinema Italian Style](#)).

We appreciate your support as a Table Captain for the 2024 SIFF Marquee Gala and are here to help you fulfill your role as Table Captain and have a great experience. The event will take place on **Friday, September 20, 2024 beginning at 5:30pm at the Paramount Theatre** in Seattle. By supporting SIFF as a Table Captain, you will help inspire your guests with your enthusiasm, knowledge, and dedication, and they will have the opportunity to learn more about our programs and impact in the community. You can choose to purchase a table on your own or ask each of your guests to register individually and list you as their Table Captain. This year, we’ll continue the celebration of SIFF’s recent milestone and exciting next chapter, while honoring one of our key champions, King County Executive Dow Constantine.

## Step by Step Guide

- 1. Make Contact:** Compile a list of friends, colleagues and family members to invite. Send an invitation email as soon as possible. Follow-up with a second email or a phone call a week later. Don't wait—start today! If you need a copy of the digital invitation or printed invites, please let us know.
- 2. Share your Enthusiasm:** We hope the program will inspire your guests and attendees to make a gift and encourage everyone to contribute at the level that is most meaningful to them. There will be an opportunity to donate during the program and at the After-Party.
- 3. We'll Help Fill Seats:** Each table will seat 10. Please contact us if you come up short of 9 committed guests and we may be able to pair you up as a co-captain. But please let us know right away if you need assistance!
- 4. Submit your Guest List:** Guest lists are due by September 11. If you don't have your complete guestlist when registering, you can follow up with any changes or additions to: [giving@siff.net](mailto:giving@siff.net). It is vital that we receive accurate guest information, including correct name and contact details, as well as meal preference or allergies. Thank you in advance for your help!
- 5. Pre-Event Reminders:** We will send an email reminder to all guests for whom email addresses are submitted by September 11. However, the most effective reminder is still for you to personally contact each guest a few days prior to the event. And don't forget to tell all your friends that you're excited by posting messages on your Facebook, Instagram, Twitter, and LinkedIn!
- 6. Post-Gala Follow-Up:** All "raise the paddle" contributions are 100% tax deductible and all donors will receive an acknowledgment. Thank you again for ensuring that we have accurate contact information for your guests so we may thank them.

### The Invite:

A personal invitation from you is the best way to ask guests to attend the Gala. Think creatively about whom to invite and then make a phone call, send an email, or invite them over to coffee—use the best method for you and the guest you are inviting. Tell your invitees why you have chosen to support SIFF this year. Share your favorite highlights of the past year, and what you're most looking forward to in the year to come. Share your passion!

Sample email invitation:

Dear [Invitee],

I'm thrilled to be hosting a table at this year's SIFF Marquee Gala fundraiser. The event will truly be an entertaining and unforgettable evening celebrating film and SIFF's historic cinemas.

With the opening of SIFF Cinema Downtown, launch of the Archive Project, and the recent 50th anniversary of the Seattle International Film Festival, SIFF has had an exciting year worth celebrating! I would love for you to join me at my table and learn more about their upcoming projects, programs, and impact in the community.

The Gala is Friday, September 20 at the Paramount Theatre. Doors open at 5:30pm for cocktails, followed by dinner and a can't-miss after-party!

Please reach out with any questions!

Warmly, {Your Name}

**Sample social media post language:**

- "Hi Friends and Family! Are you looking for a meaningful way to make an impact on the film community? As a SIFF [board member/volunteer/donor/member], I'm attending this year's Gala to support the incredible work SIFF is doing in their cinemas and across programs. Will you join me in supporting their efforts?"
- "Did you know that last year SIFF served nearly 300,000 visitors through its cinemas, education programs, and the Seattle International Film Festival?! Join me at this year's Gala to hear more about how SIFF brings our film-loving community together through the power of cinema."
- "SIFF now has FOUR theaters including the iconic SIFF Cinema Downtown! My personal favorite is <insert your favorite SIFF location>! Join me in raising funds that are vital to the ongoing operations and continued preservation of these historic spaces."

Be sure to include the link to our [Marquee Gala registration page](https://siff.net/gala) with each post!  
([siff.net/gala](https://siff.net/gala))

**Sample follow-up email:**

Your invites have all said "yes." Now help them get it on their calendar by sending an Outlook/Gmail/ Hotmail/etc. meeting request.

Sample email attendee confirmation:

Subject: See you at the 2024 SIFF Marquee Gala

When: Friday, September 20, 2024, 5:30pm

Where: Paramount Theater, Seattle

Thank you so much for joining me for this year's Marquee Gala! It's going to be an incredible and unforgettable evening. Be on the look-out for more event details, including parking directions, coming to your inbox soon, and I'll see you on September 20 at the Paramount!

Warmly, {Your Name}