

# Tam O'night

*Inspired by*

*Time O'Shanter*



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*We are a team organizing a party around the famous Poet Robert Burns more precisely the poem Tam's O' Night.*

*The event will mainly consist of a race, eating, drinking but more importantly spending a good time with scottish culture enjoyers.*

*The best team of Dijon*

# Introduction



## EVENT OVERVIEW

*The main event will be an afternoon race in the city of Dijon, inspired by Robert Burns' famous poem, "Tam o' Shanter." Participants will disguise themselves as characters from the story, such as witches, Tam, or even his horse Maggie, for a creative competition. After the race, enjoy a live performance celebrating Scottish culture.*

*There will be rugby players, bagpipe music, and more to bring the spirit of Scotland to life. You'll also get to enjoy a traditional Scottish feast, with dishes like haggis, fish and chips, Rumbledethumps (a gratin dish), and black pudding.*

*To end the event, we'll have a costume contest, and the winners of both the race and the contest will receive a special trophy inspired by the poem, along with a bottle of whisky.*

# TARGET AUDIENCE

## 1. Fans of Scottish Culture and Traditions

- Profile: People passionate about history, customs, and Scottish heritage.
- Motivations: To discover or relive iconic elements of Scotland (kilts, bagpipes, traditional dances, haggies...).

## 2. Curious Explorers and Experience Seekers

- Profile: Adults and young adults looking for original and cultural activities.
- Motivations: To enjoy a unique evening filled with Scottish traditions, food, drinks, and fun entertainment.

## 3. Runners and Active Beer Lovers

- Profile: People who enjoy running events and social sports activities, especially those that involve a fun twist.
- Motivations: To participate in the run, enjoy the challenge of drinking a beer at every kilometer. A funny aspect to run.

## 4. Whisky and Beverage Enthusiasts

- Profile: Whisky connoisseurs and those interested in Scottish drinks (both alcohol drinker and non-alcohol drinker).
- Motivations: To sample authentic Scottish whisky, beers, and cocktails.

## 5. Sports Fans and Active Groups

- Profile: Fans of Scottish sports like rugby, golf, or traditional Highland Games.
- Motivations: To experience or learn about sports traditions in a fun and interactive way.

## 6. Food Enthusiasts

- Profile: Food lovers eager to try authentic Scottish dishes.
- Motivations: To explore the unique flavors of Scottish cuisine (haggis, shortbread, smoked salmon, etc.).

## 7. Tourism and Travel Enthusiasts

- Profile: People who have visited or wish to visit Scotland.
- Motivations: To connect with Scottish culture and gain inspiration for future travels.





# OBJECTIVES

***Promote Scottish Culture:*** Showcase the traditions, food, drinks, sports, and customs of Scotland in an authentic and engaging way.

***Create a Fun and Immersive Experience:*** Offer attendees unique activities, such as the beer run, whisky tastings, and interactive Highland Games.

***Encourage Social Interaction:*** Bring people together in a festive and friendly environment to enjoy Scottish heritage.

***Attract Diverse Audiences:*** Appeal to runners, food lovers, drink enthusiasts, and culture seekers through varied activities.



# CONCEPT / OVERALL

- **Night race inspired by "Tam o' Shanter" :**
  - A race inspired by the poem "Tam o' Shanter", which tells the story of witches chasing Tam after a night of heavy drinking at the tavern. For this concept, we've organized a night race where participants can enjoy a beer at every kilometer, adding a fun and unique twist to the run !
- **Live performance featuring Scottish legends :**
  - Experience the energy of Scotland with live bagpipe music and a showcase by Scottish rugby players. These performances celebrate Scotland's rich cultural and athletic traditions, echoing the tavern atmosphere of Tam's tale.
- **Traditional Scottish feast :**
  - Enjoy a feast of authentic dishes like haggis, Rumbledethumps, and black pudding. This communal meal reflects the rustic, hearty fare of Tam's tavern.
- **Costume contest and family-friendly activities :**
  - Dress as villagers, witches, or even Maggie the horse and anything else related to Scottish culture for the costume contest, or join interactive activities like Scottish games, dancing and storytelling. These elements let everyone connect with Burns' poem and Scotland's vibrant heritage.
- **Prizes for Winners :**
  - Winners of the race and costume contest will be awarded a unique statuette representing Tam o' Shanter and a fine bottle of Scottish whisky to toast their victory.

# COMMUNICATION STRATEGY

## **Communication Channels:**

*Social Media (Instagram, Facebook, TikTok)*

### **Teaser Video:**

*Create a dynamic video featuring excerpts from Tam o' Shanter, showcasing highlights of the event: the race, costumes, music, dances, and the general atmosphere.*

### **Regular Posts:**

*Daily reminders with images of preparations, costumes, rehearsal videos from the music group, etc.*

### **Contests and Engagement:**

*Organize Instagram contests where participants can win tickets to the event or prizes for the best costume or dancer.*

### **Posters and Flyers:**

*Posters in Strategic Locations: Universities, student bars, shopping malls, and local gathering places.*

*Flyers to Distribute on Campus or at Student Events to spark the interest of young adults.*

### **Emailing and Newsletters:**

*Send Newsletters to Students and Other Target Audiences to inform them about the event, practical details (registrations, schedule, location), and activities offered. Include humorous anecdotes or quotes from the poem to pique curiosity.*

### **Local Advertising:**

*Partnership with Local Merchants: To Promote the race for everybody*

### **Atmosphere and Engagement:**

*Costumes and Outfits: Encourage participants to dress as characters from the poem or in traditional Scottish style, enhancing the event's immersive experience.*

### **Music and Dance:**

*Organize mini Scottish dance workshops during the evening or plan a dance contest to engage the crowd and energize the event.*

*Theme and Decoration: Use elements of Scottish folklore for decoration (Scottish flags, witch and devil-themed accessories, etc.).*



# DECOR ELEMENTS

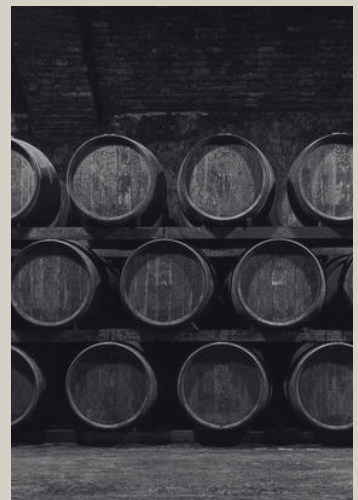
## ***Indoor Atmosphere:***

*The pub will feel like a traditional Scottish tavern with tartan-covered tables and Scottish flags.*

*Whisky barrels, vintage bottles, and clan banners will decorate the bar area.*

*Bagpipes, kilts, and clan crests will be displayed throughout.*

*Scottish music will play softly in the background to set the mood.*



## ***Outdoor Garden Area:***

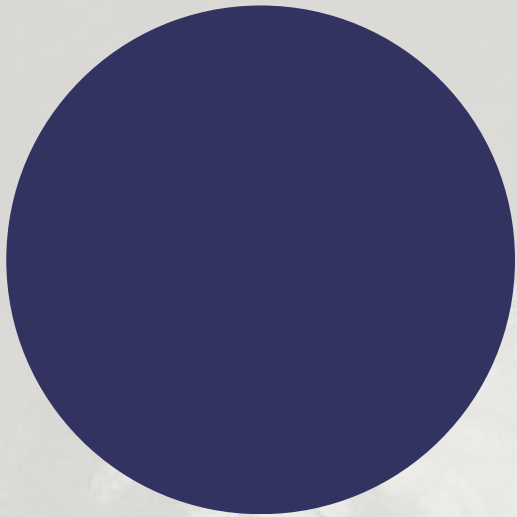
*The garden will be lit with torches, creating a warm and inviting atmosphere.*

*Wooden barrels will serve as high tables for drinks.*

*String lights will hang across the space for a cozy feel.*

*A dedicated smoking area with torches and ashtrays will be set up.*

# COLOR SCHEME



## MIDNIGHT BLUE

ADDS A MOODY, MYSTERIOUS TOUCH, PERFECT FOR THE EERIE, SUPERNATURAL ELEMENTS IN TAM O' SHANTER.



## CHARCOAL GRAY



## GABRIELA CHEN

REPRESENTS THE WARMTH OF FIRELIGHT, WHISKY, AND FESTIVE CELEBRATIONS.



## TARTAN RED

REFLECTS TRADITIONAL SCOTTISH TARTAN PATTERNS, SYMBOLIZING CLANS AND HERITAGE.

# BUDGET STRATEGY

## Expected Revenues:

*Race (250 participants x 15 € registration fee)*

- *Race revenue:  $250 \times 15 \text{ €} = 3,750 \text{ €}$*

*Evening (150 participants x 10 € entrance fee)*

- *Evening revenue:  $150 \times 10 \text{ €} = 1,500 \text{ €}$*

*Total Expected Revenues:*

- *$3,750 \text{ €} + 1,500 \text{ €} = 5,250 \text{ €}$*

## Estimated Expenses:

### ***The Run***

- Beers (25 cl x 10 km x 250 participants)

2.5 L per participant x 250 = 625 L of beer

Beer cost: 2 €/L

Total:  $625 \times 2 = 1,250 \text{ €}$

- Logistics (signage, security, refreshments, race bibs)

Race bibs printing:  $250 \times 2 \text{ €} = 500 \text{ €}$

Signage and markings: 300 €

Security (2-3 agents for 4 hours, 30 €/hour): 360 €

Water and refreshments for runners: 200 €

Total logistics: 1,360 €

- Event insurance

Estimated cost: 200 €

# BUDGET STRATEGY

## **Evening at the pub (9 PM - 2 AM)**

- Decorations (indoor and outdoor)  
Torches, string lights, barrels, and accessories: 300 €
- Scottish music band (5-hour performance)
  - Band performance: 800 €
  - Additional staff for service  
2 servers for 5 hours at 25 €/hour: 250 €
  - Evening meal (150 people)  
Meal at 6 €/person:  $150 \times 6 \text{ €} = 900 \text{ €}$

**Total Evening at the pub : 2250€**

## **Podium Run and Costume Price**

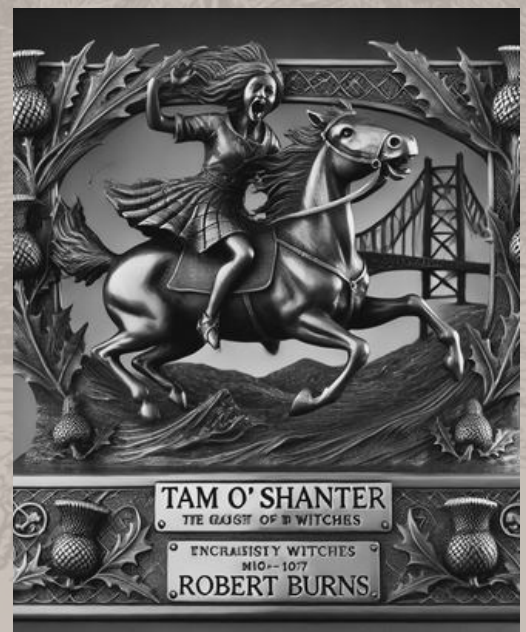
The cost of the price is 228€, for 6 bottle

The cost of this statue will be the price of the n°1 in the race and the n°1 in the costume contest it will cost 50 € each for a total of 100 €

**TOTAL PRICE FOR THE EVENT :**

**5250 € - 4 366 € = 884 €**

**And we give 800€ for charity**



# TIMELINE PLANNING



## 01 THE RACE.

*From 6 pm to 7.30 pm  
there race*



## 02 THE FEAST.

*from 8.30 pm to 11.30 pm  
there will be the feast*



## 03 COSTUME CONTEST.

*From 7.30 pm to 9 pm there  
will be the costumes contest*



## 04 DANCE/MUSIC.

*From 10.00 pm to 2 am there  
will be the dance party and the  
live performance of scottish  
music group*

*Tam's o' Night is a celebration of Scottish culture, traditions, condensating the charm of Robert Burns' poetry. From the excitement of the night race inspired by "Tam o' Shanter" to the lively performances and traditional feast, every element of the evening is made to create a unique and immersive experience.*

*This event brings people together, whether they are culture enthusiasts, runners, or simply curious about Scotland's culture.*

*Night O' Shanter Team*

Conclusion