

Event launch, planning,  
and brand creation



## Background challenge:

In 2024, as part of 4-person leadership team, I created and launched a food event—*Taste of Community*, a new spring fundraiser to complement The Door's annual fall benefit as a new revenue generation source.

## Strategies/solutions:

Whereas The Door's gala (a formal dinner event in a ballroom) draws an older, wealthy audience, Taste of Community was designed as a casual drinks-and-small-bites affair showcasing an array of tasting stations. Restaurant and beverage partners were curated to cultivate a young, hip audience—donors of the future. The event brand needed to feel elegant while fitting seamlessly into The Door's vibrant Soho space.

Taste of Community logo (banner for online event page)



## RESULTS:

**Cause-marketing partnerships:** The inaugural event was supported by 18 new restaurant and beverage partners.

**Branding:** I created a full suite of branded print and digital event collateral: logo, invitation, digital graphics for social media and website, site pages, signage, and gifts for attendees.

**Revenue generation & donor cultivation:** The event exceeded its revenue goal and expanded its younger donor base.

See also [Taste of Community online event page](#) and [2024 event recap](#).

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Taste of Community print invitation (front & back)

## YOU'RE INVITED TO A TASTE OF COMMUNITY AT THE DOOR!

We're thrilled to invite friends from across New York City to our inaugural event, Taste of Community: A Culinary Experience at The Door!

At Taste of Community, an incredible array of restaurant partners will host tasting stations within The Door's SoHo space, displaying the diverse and unique cuisines and cultures of our beloved city. Join us for a spectacular night of delicious food and drinks and a taste of the welcoming community The Door is known for!

Event proceeds will provide critical funding for The Door's free, comprehensive youth services. Visit [door.org/about](#) to learn more.

**WHEN:** Wednesday, June 5, 6:00pm-9:00pm

**WHERE:** The Door, 555 Broome Street, NYC

**GET TICKETS:** Visit [door.org/taste2024](#) or use the QR code below.



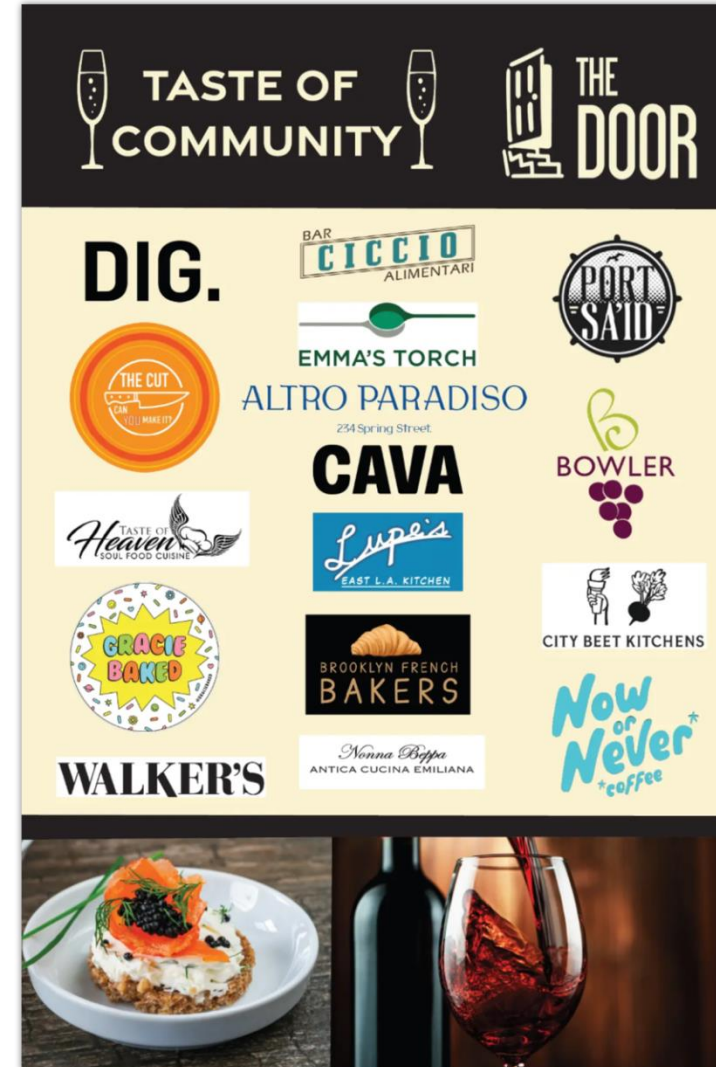
# Case Study

Event Programming • Branding • Revenue Generation • Audience Growth

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Taste of Community  
restaurant and  
beverage partners



See also [Taste of Community online event page](#) and [2024 event recap](#).

Mikola De Roo

Storytelling fueled by authenticity

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Taste of Community event onsite signage

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Event Programming • Branding • Content & Design Strategy • Audience Growth

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Taste of Community gift items: branded matches, mug, agency tote bag and pins, stickers, and to-go dessert

Mikola De Roo

*Storytelling fueled by authenticity*