

NOVEMBER 21, 2026 · BENTONVILLE

First Light at The Compton

A holiday evening above the Square. Prepared by Damon Epps, GoodTimes Bentonville.



Sun Room holiday concept · Illustrative image; arrangements to agree.

The first lights of Christmas. *An evening brought together with care.*

A proposed collaboration led by The Indigo Road Hospitality Group at The Compton, hosted by Damon Epps of GoodTimes Bentonville. Seasonal bites, holiday cocktails, music and personal introductions create three ways to join the celebration.

120 proposed guests · 25 Sun Room · 45 Eddy · 50 Upstairs Social

Proposed private gathering: 4:30-8 PM. Square lighting: 6 PM.

Hotel capacity, event hours, service and sponsor placements require agreement.

Meeting goal: agree the offering, the hotel scope and the costs before reservations open.

THE GUEST EXPERIENCE

Three ways to join the evening.

Proposed fixed ticket prices. No guest tab credits. Each inclusion remains subject to hotel agreement.



The Sun Room

\$200 per guest · 25 guests · \$5,000

Reserved table seat with prime Square views; one seasonal curated cocktail per guest **OR one bottle of Champagne shared by two guests**; in-room curated food cart; passed hors d'oeuvres; music and personal hosting.



The Eddy

\$100 per guest · 45 guests · \$4,500

Reserved table seat; **one seasonal curated cocktail per guest**; passed hors d'oeuvres; music and personal hosting. A Square view is not guaranteed.



Upstairs Social

\$50 per guest · 50 guests · \$2,500

Library lounge access, substantial appetizers, DJ and personal hosting. Social-area seating is available without a reserved seat. No seating inside Sun Room or Eddy; no included drink is specified.

Total ticket sales if all 120 tickets sell: \$12,000

Room visuals are illustrative concepts. Confirm table configuration and room capacity. For Champagne, confirm bottle size and handling of odd-numbered parties; guests receive the selected drink choice, not both.

HOTEL BUYOUT & FINANCIAL STARTING POINT

What does \$10,000 include?

Owner reports staffing included. The precise hotel scope requires written confirmation.

All 120 tickets sell	Hotel buyout	Before extra costs
\$12,000	- \$10,000	\$2,000

The \$2,000 is not profit. After an \$800 DJ allowance, \$1,200 remains before other uncovered costs and GoodTimes compensation.

Spaces & hours	Which rooms, arrival areas and setup/strike hours does the buyout cover? Confirm the proposed 120 guests and table layouts.
Food	Confirm passed hors d'oeuvres for seated guests, the Sun Room food cart, Social appetizers, dessert scope, quantities and dietary needs.
Cocktails & Champagne	Confirm the cocktail selection, Champagne product and bottle size, one bottle per two Sun Room guests choosing it, and how an odd-numbered party is handled.
Staffing	Staffing is reported as included. Confirm roles, headcount, hours, service, check-in, seating, security and overtime.
Taxes & additional charges	Are tax, service charge and gratuity included? What costs extra, and which food/drink spending counts toward the \$10,000?
Commercial agreement	Confirm who collects ticket and bar receipts, who pays the buyout, GoodTimes compensation, deposits, settlement and cancellation terms.

Count the buyout once. Confirm whether it is a fixed buyout or a minimum satisfied by eligible spending. Add only uncovered charges; do not charge included food, drinks or staff twice.

CREATIVE ADDITIONS & REMAINING COSTS

A welcome worth remembering.

Ideas to price and agree. No supplier has been booked; TBD does not mean zero.

DJ & music**\$500-\$800 estimate**

\$800 allowance; confirm hours, equipment and any extra charges.

Sponsor step-and-repeat**TBD**

At the bottom of the stairs on arrival. Confirm branding, dimensions, production, stand, setup and removal.

Arrival photographer**TBD**

Photograph guests at the backdrop; agree coverage hours, image delivery and usage.

Additional seating host**TBD**

Help welcome and seat guests. Check whether hotel staffing already covers this role.

Santa visit**TBD**

A visit with guests; confirm duration, availability, travel and fee.

VIP ropes & stanchions**TBD**

Confirm hotel availability or rental, quantity, delivery, setup and removal.

Yellow carpet**TBD**

Damon may already have it. Check availability, size, condition, delivery and setup before pricing a rental.

Other costs to reconcile

Hotel delivery: Only food, drinks, dessert and service costs that fall outside the agreed buyout.

Production & guest care: Sound/lighting, setup, strike, cleaning, security, decor and rentals not already covered.

Branding & promotion: Sponsor signs, backdrop, printing, photography, creative and advertising. Count each delivery cost once.

Sales & administration: Ticketing/payment fees, insurance or permits, GoodTimes fee or share, overhead and contingency.

Check hotel coverage and overlaps across staffing, rentals, printing, photography and sponsor delivery before adding charges. GoodTimes compensation and final profit remain unresolved.

SPONSORSHIP OFFERS

A place for your brand.

Package prices include admissions. The two offers are considered separately, not automatically combined.

TARGET: TWO SPONSORS

Premier Sponsor

\$3,200 each

One Sun Room table for four: \$800
One Eddy table for four: \$400
Four Social admissions: \$200

12 guests per sponsor
\$1,400 admissions + \$1,800 branding

With two sponsors

Remaining paid tickets:
17 Sun Room · 37 Eddy · 42 Social

\$9,200 ticket sales
+ \$6,400 sponsor income
= \$15,600 before expenses

ONE PACKAGE

Social Room Sponsor

\$2,500 total

25 Upstairs Social admissions
Uses 25 of the existing 50 places
25 × \$50 ticket face value: \$1,250

25 guests included
\$1,250 admissions + \$1,250 branding

With one sponsor

Remaining paid tickets:
25 Sun Room · 45 Eddy · 25 Social

\$10,750 ticket sales
+ \$2,500 sponsor income
= \$13,250 before expenses

Branding included in either offer

- Name and branding on the sponsor step-and-repeat
- A sign at the entrance of each room
- Social-media branding
- Brand placement on the event webpage

Venue permissions, placements, artwork and social scope need agreement. Production costs remain pending. Totals assume sponsor packages and remaining tickets sell. Admissions are included in sponsor income, never counted twice. Branding value is not profit.

MEETING DECISIONS · OCTOBER 7, 2026

Agree the details. Set the next steps.

Discussion notes only. Record confirmed scope, responsible person, amount and due date.

Hotel buyout: included services, hours and additional charges

Guest offering: menu, drink choices, tables and capacity

Sponsors: selected offer, permissions and delivery responsibilities

Commercial terms: receipts, GoodTimes compensation and payment dates

Next actions: owner, quote needed and deadline

Before guest launch: confirm the written agreement, final costs and booking terms; then restore and update the preserved guest-facing page. Reservations remain closed until that review is complete.