

F3E-1234

Undisclosed, Gala Dinner – **La Gran Fiesta**

XX/XX/2017



Example Proposal

This example proposal is one that was developed and delivered for an American client whose guests had not previously visited Spain, and provides a good example of suggestions we might make for first time visitors.

We have adapted it so that it could be delivered in any of Spain's main destinations. Please make an appointment so that we can talk you through it and share more of our ideas with you.

Why Factor 3?



We work with events agencies and brands to create stand-out experiences and live events that showcase a side to Spain that is tailored to the end delegates, maximizing both engagement and enjoyment.

Established in 2004, Factor3 Events specializes in the incentive, meeting and conference travel business, providing top-notch ground arrangements for groups coming to the Spanish mainland or islands. We are a Destination Management Company, but find that label very restrictive and prefer to think of ourselves as offering **Creative Destination Management**.

Our mission is to work in partnership with you to design and produce unique events of the highest quality that are tailored to your group.

Our passion is to get under the skin of the end delegate, exceed their every expectation and enable them to experience a side to Spain that they will not forget. While we focus on being innovative, creative and client-centric, we also pride ourselves on being competitively priced and transparent.

Why Factor 3?



Our People form a talented, multinational team who not only have the connections and experience to deliver exceptional, detailed and dynamic events but who also speak your language, and have stood in your shoes. We don't believe in being just your supplier, we understand your needs and prefer to work collaboratively as an extension of your team.

We will always be honest with you, at Factor3 pre-empting problems is as fundamental as maintaining a fixed eye on the details.

Our Experience gained by working with both direct and agency clients, for groups from 5 -4000 pax extends beyond the range of standard event models and originates from a wealth of industry sectors.

Our Service is fast, flexible, fun and above all user friendly. Like your needs it is bespoke and we would relish the opportunity to discuss how we can best adapt it for you.



La Gran Fiesta



La Gran Fiesta

We have chosen this as the name of the party because that is just what it will be; a great fiesta.

A night where everything is interactive and fun. The dining experience will be interactive so guests will learn about the different culinary styles specific to the Spanish regions.

The entertainment will be fun and inclusive, allowing the guests to join in if they so wish.

From the time they arrive to the time they leave, the guests will be fully immersed in Spanish culture!



Upon arriving at the venue, the guests will be welcomed by our matador mc and our flamenco photo-op girls and handed a welcome glass of Cava. Like it's French cousin, a Spanish sparkeling wine only achieves Cava status if it is produced in the right region and via a specific method.

Typical Spanish snacks will be placed atop of the wine barrel tables, so that early arrivals can eat and drink as the other guests enter.

Once all of the guests have arrived, our MC will offically open the event with a warm welcome to all guests. He will also announce the first act of the evening, the castellers.

The Human Tower, comprising about 35 people, will enter, accompanied by drummers and flute players. They will make their way to the area to the front of the stage where they will create a tower, some five stories high.

“Up and up they go...”



Human towers can reach a height of 7 meters and are emblematic of Catalan fiestas, where they prove their physical and mental balance.

The castellers form a base, a first floor, a second, a third and so on; until they get to the fifth, that is when the smallest member of the troupe climbs to the top to finish the tower.

The smallest member of the troupe can unfurl a banner with your company logo on it.

Accompanying the human tower our flamenco dancer instant photographers take snaps of the guests. A photo wall and fun, yet traditional props will also be provided to help guests get into the spirit.

The buffets will then open and will be theatrically presented with food piled high, ham cutters, large paella dishes on display.. A feast for the eyes as well as the stomach.



Once the guests have been given sufficient time to select their food and take a drink from one of the bars the mc will announce the flamenco performance.

“Ladies and gentlemen, please welcome our wonderful flamenco performers to the mainstage. A big hand please for our dancers and musicians”

What better way to continue the evening than with a rousing flamenco concert.

Factor3 only works with the finest local performers, all of whom have a wealth of experience both at home and overseas.

The 20-minute set will include guitar and cajon drum instrumentals, vocal sections and of course, dance, using both male and female dancers.

The show will vary in style and pace to reveal the many different faces of flamenco, reaching a crescendo at the end of the piece.



“Ladies and gentlemen, a big hand for our fantastic flamenco dancers”

La Gran Fiesta



Señoras y señores, the buffet stations are still open, so please help yourselves to more delicious Spanish food and drink. Also welcome to the stage, our next act, all the way from Andalucía, MalaSangre 4”.

The second show we are proposing is an incredibly uplifting and fun performance by 4 girls (three of who are sisters) from Seville. They are a fantastic band that really get the crowd going. The band comprises cajon, guitar, flute and vocals. Their performance lasts some 30 minutes.

MalaSangre have performed all over the world at festivals so they are highly experienced at working the crowd and getting people involved.

Mala Sangre’s performance is incredibly contagious and we can guarantee that they will be a huge success.

This show is a fun, upbeat and interactive performance that focuses on rumba rhythms, whereas Show 1 is a much more passionate, pure flamenco show. They complement each other perfectly.







“Ladies and gentlemen, a big hand for MalaSangre for their wonderful performance..... Desserts and coffee are now being served.”

In this, the latter part of the evening, guests will have a chance to enjoy their desserts before the final and most exciting show of the evening.

From the distance appear two beautiful examples of Spanish thoroughbred. Their loose manes blow in the breeze as they swish their tails in excitement.

The music starts and the animals begin to dance elegantly in an electrifying show of obedience and spectacle. A female dancer arrives to perform with the horses as they move to the music, arching their necks and lifting their hoofs high off the ground. Riders, horses and dancer all in unison and harmony.



This is surely the most breath-taking show of all to finish off an evening that introduces our guests to irresistible Spain and her fascinating cultures.



A selection of venues follows that work perfectly for different variations of the Gran Fiesta throughout Spain



Barcelona - Codorníu

Location: In the Penedes wine region, some 35 minutes from Barcelona

Style: Codorníu is one of the oldest businesses in Spain with 450 years of history behind it. In 1895 the winery was expanded in an art nouveau style creating a beautiful building declared an Artistic Historical Monument in the 70s. This stunning winery is set in beautiful gardens with a labyrinth of underground cellars including the main dining area which is a large stone room with impressive high vaulted ceilings

Capacity: Up to 900 seated guests in the large cellar (1250 cocktail) and 270 seated guests in the Museum (400 cocktail)

Cuisine: Codorníu works with a number of affiliated external caterers. There is no catering exclusivity

Factor 3 says: This Modernist masterpiece is an absolute haven of peace and beauty. Codorníu is one of the region's most spectacular venues

Barcelona - Codorniu





Madrid - La Quinta de Jarama

Location: Located just outside of Madrid to the North of the city

Style: An extremely stylish finca set in lovely gardens. The large dining room is a wonderful plain canvas onto which you can design unique events

Capacity: The large dining room can host dinners for up to 900 guests

Cuisine: Versatile menu options provided by in-house caterers led by chef José Sánchez Leon

Factor3 says: An elegant but not too formal venue



Madrid – La Quinta de la Jarama





Marbella – Cortijo de Cortes

Location: In the middle of the 'Golden Mile' of the Costa del Sol, close to Puerta Banus

Style: Enchanting Andalusian Hacienda boasting beautiful gardens, a bull ring and a mosaic central courtyard featuring fountains and orange trees. Set in large grounds which are perfect for al fresco dining, the bull ring can also be used for dinners.

Capacity: Salón del Príncipe: Up to 90 guests. Salón del Cortijo: Up to 360 guests Bullring: Up to 450 seated guests (with room for a show) or 550 dinner only.

Cuisine: Catering services offered by venue

Factor3 says: Charming hacienda with some beautiful outdoor spaces. Perfect for any event



Marbella -Cortijo de Cortes





To see how the event turned out skip to min 1.47 of this video.



We hope you enjoyed reading this presentation as much as we did creating it. Send us your feedback so we can tailor it even further for you!



Creative Destination Management

Barcelona, Madrid, Valencia, Costa del Sol, Seville,
Balearic Islands, Bilbao and beyond...

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