

# START

## PATRICIAN COMPANY SERVICES MENU

How to drive measurable growth and unforgettable impact  
for you and your brand with our events.



# HERE



## *WELCOME,*

At Patrician Company, we design and deliver events that drive performance, spark growth, and expand your influence in the moments that matter most.

We believe that when events are done right, they do more than impress. They move people. They move the needle. They move your brand forward.

What sets us apart is the way we pair storytelling with luxury hospitality—the twin engines behind every unforgettable experience we create.

- Storytelling ensures your message resonates.
- Hospitality ensures your guests feel it.

And when those two forces work together, the result is more than a flawless event. It's a moment that inspires action and drives results.

This services menu outlines how we help leaders like you use events as a tool for growth—of reputation, revenue, and reach. Whether you're hosting investors, launching a project, or raising funds for your mission, we ensure every detail is dialed in, every moment delivers.

Let's build something unforgettable,  
Patty





## Susie Harborth

Chief Business Officer | Breakthrough Properties  
A Tishman Spire and Bellco Capital JV

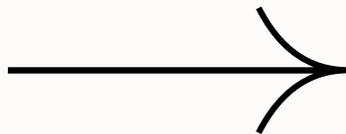
For Private Equity and Venture Capital Firms seeking someone to help them with annual investor meetings, events, or LP conferences, connect with Patrician Company for the most memorable event experiences. Leave event planning to the experts.

From fundraising galas to limited partner meetings, this is the company I recommend.



# Our Signature Events

We specialize in high-performance events that create momentum, inspire action, and exceeds expectations.



01

# Limited Partner Meetings & Investor Conferences

Where influence meets investment. These must-execute meetings position your fund as credible, organized, and forward-thinking. With a proven system for designing dynamic, results-driven experiences, we deliver seamless LP gatherings that earn trust, inspire confidence, and build long-term loyalty.

02

# Groundbreaking & Grand Opening Events

These milestone moments don't just mark progress—they broadcast vision. We manage every element from concept to cleanup, creating buzz and ensuring your message lands with clarity and impact.



03

## Press Conferences

Fast. Focused. Flawless. We plan press conferences with speed, precision, and polish—so you and your brand show up looking organized, composed, and camera-ready. From permits to podiums, we manage every logistical detail to ensure your announcement makes the impact it deserves.

04

## Corporate Retreats

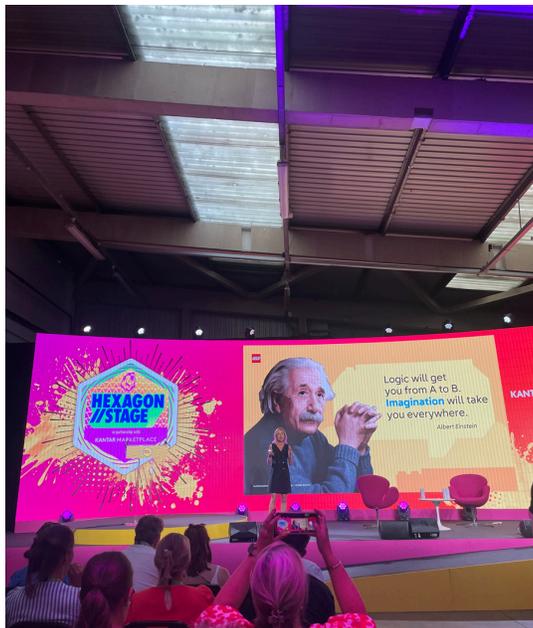
Your offsite, reimagined. Whether it's a leadership summit or a broker's getaway, our retreats offer five-star experiences without the stress. From travel to programming, we lead with hospitality, precision, and results.

05

## Fundraising Galas

Where our seven-figure system shines. These aren't just events—they're engines for influence and funding. If you're aiming to raise seven figures, wow your sponsors, and elevate your mission, we'll turn your cause into a sold-out celebration.





OUR EVENT PHILOSOPHY IS SIMPLE:

create spaces where  
people want to gather,  
tell stories, and leave  
inspired to act.

PATRICIA JOHNSON  
PRINCIPAL PLANNER | STRATEGIC EVENT ADVISOR  
PATRICIAN COMPANY

Patrician Co.



## OUR SERVICES, IN DETAIL

Our *full-service* framework is designed to give you *clarity, confidence, and high performance* at every stage of the event lifecycle.

## OUR SERVICES, IN DETAIL



### STRATEGIC PLANNING AND BRANDING

- Event Growth Strategy
  - Marketing Plan
  - Event Brand Identity
  - Vision and Concept
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### CONTENT DEVELOPMENT AND EVENT MARKETING

- Event Storytelling Framework
- Event Graphics
- Event Marketing Content Calendar
- Event Email Marketing Plan
- Social Media Event Calendar
- Guest Nurturing Sequence
- Event-Day Social Media Deployment

## OUR SERVICES, IN DETAIL



### PROJECT AND VENDOR COORDINATION

- Project Management
- Venue Selection
- Vendor Management
- Contract Negotiations
- Budget Management

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### EVENT EXECUTION AND LOGISTICS

- RSVP & Guest Management
- Menu Planning and Design
- Headline Talent Booking
- Event Décor
- Lighting Design
- Floral Arrangements
- Memorable Photo-ops
- Interactive Displays and Experiences

## OUR SERVICES, IN DETAIL



### EVENT EXECUTION AND LOGISTICS (CONT.)

- Branded Giveaways
- Program Scripting
- Show Running
- AV Production & Rentals
- Event Security Plan
- Load-In and Setup
- Teardown Process

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### PERFORMANCE AND GROWTH TRACKING

- Real-time Attendance Tracking
- Post-Event Audience Feedback
- Testimonial Collection
- Event Impact Review
- ROI Performance Recap



**Ron McMillan** 

Founder | MC Squared

“Great experience - your company is missing out big time if you don't work with the Patrician Company. Patty RULES and is on top of her game.”



Patricia Ann Johnson is the principal planner and event strategist behind Patrician Company, a leading event planning firm specializing in high-impact, luxury events. With over 20 years of experience in hospitality and event design, she has helped clients ranging from Fortune 500 companies to nonprofits craft unforgettable experiences. From her early days as a pastry chef in Hollywood to building a multi-million dollar creative events agency, Patty has made hospitality and guest experience the heart of her work. As a trusted planner and strategic partner, she ensures that every event not only dazzles but also delivers measurable results, driving growth and influence for her clients. Today, Patty continues to design seven-figure fundraising galas, luxury investor conferences, corporate off-site retreats, and grand openings, that captivate audiences and elevate brands nationwide.



# LET'S BEGIN.

ONE CONVERSATION. ONE STRATEGY.  
ONE UNFORGETTABLE EVENT.

SCHEDULE AN  
APPOINTMENT



*"Patrician made us look polished, prepared, and professional.  
I'd hire them again in a heartbeat."*

— Naomi Goldman, Principal, NLG Communications

