

Flowery Branch Winery & Vineyard

Vineyard Nights

A 90-day entertainment pilot for Trivia, Music Bingo, and Murder Mystery nights.

Thank you for choosing Atlantis ITS to help shape a repeatable event system for your winery. This kit explains what we are building, what we need from Flowery Branch Winery, and how the pilot can move from concept preview to event-ready launch.

Item	Details
Pilot Goal	Test three structured event formats that can increase mid-week traffic, collect guest interest, and create premium private-event opportunities.
Event Tracks	Wednesday Trivia Music Bingo: Vineyard Edition Murder at the Vineyard
Primary Output	Public event hub, three event pages, interest capture form, marketing copy, and owner-ready launch checklist. Email interest list captured and ready for owner access within 24 hours of first form submission.
Pilot Note	Final event dates, pricing, format, and inclusions are subject to winery approval.

1. Brand Assets to Provide

These items help the event pages feel like Flowery Branch Winery first, with Atlantis staying behind the curtain as the system builder.

Asset Needed	Preferred Format	Notes
High-resolution logo	PNG + vector if available	Used for page header, PDF kit, social graphics, and event flyers.
Interior and exterior photos	High-res JPG or PNG	Best tasting room, patio, vineyard, firepit, and entrance photos.
Event space photos	Horizontal and vertical images	Needed for seating, group-event, and private-party sections.
Wine bottle / tasting flight photos	High-res JPG or PNG	Supports event cards, wine flight add-on concepts, and promotional imagery.

2. Business Details to Confirm

These details keep the pilot realistic, staff-friendly, and aligned with the winery’s actual operating rhythm.

Decision Area	Please Confirm	Why It Matters
Preferred event nights	Tue, Wed, Thu, Fri, Sat, or private-only windows	Determines the initial 90-day event calendar and avoids live-music conflicts.
Maximum capacity	Seated capacity and standing/group capacity	Controls RSVP limits, ticket targets, seating plans, and host requirements.
Seating setup	Tables, lounge seating, patio, indoor/outdoor options	Helps match Trivia teams, Bingo cards, and Mystery groups to the space.
Staff available per event	Front-of-house, bar, kitchen/food, event support	Determines event complexity and whether outside host support is needed.
Food truck policy	Allowed days, preferred partners, booking owner	Supports add-ons and avoids conflicts with existing food programming.
Outside host / vendor policy	Approved, preferred, or not allowed	Important for trivia hosts, bingo hosts, actors, mystery vendors, and photographers.
Ticketing preference	Free RSVP, paid tickets, pay-at-door, or third-party ticketing	Determines whether the first pilot captures interest only or collects payment later.
Private event contact	Name, phone, and email	Routes birthdays, bachelorettes, corporate groups, and wine club inquiries.

3. Event Decisions We Will Recommend

Atlantis will provide recommendations, but the winery should approve the final event format, pricing, and guest experience.

Event Track	Initial Recommendation Area	Winery Approval Needed
Wednesday Trivia	Free RSVP versus small cover charge; team size; prize structure; wine knowledge round.	Entry model, prize budget, weekly or monthly cadence.
Music Bingo	Card price, theme rotation, prize model, host/vendor options, playlist tone.	Whether to run weekly, bi-weekly, or monthly due nearby bingo competition.
Murder at the Vineyard	Ticket range, public event versus private booking, food/wine inclusions, host/vendor model.	Ticket price, capacity, first target date, and whether wine/charcuterie is included.
Prize budget	Small promotional prizes, gift cards, wine-themed experiences, or branded items.	Budget range and prize restrictions.
Wine flight / food add-ons	Optional tasting flight, charcuterie board, food truck pairing, or VIP table.	Allowed add-ons and pricing.
First 3 target dates	Start small: one event per format across 60 to 90 days.	Dates that avoid holidays, existing live music, festivals, and staffing pressure.

4. Marketing & Promotion Needs

Facebook should stay the front door because the winery already has a local audience there. Atlantis will use the event pages as the RSVP and interest-capture engine.

Marketing Input	Please Provide or Confirm	How Atlantis Uses It
Facebook contact	Admin access, editor access, or a preferred person to send post copy to.	Publishes or hands off event announcements, reminders, and recap posts.
Email list availability	Existing email list, export process, or no list currently available.	Promotes events and builds repeat attendance from RSVP captures.
Preferred voice/tone	Fun and casual, elegant, family-friendly, premium, local/community, or mixed.	Keeps event copy aligned with the winery brand.
Schedule conflicts	Regular musicians, food trucks, private bookings, festivals, or blocked dates.	Prevents event pilots from competing with existing revenue nights.
Photography policy	Allowed, encouraged, or limited guest/event photos.	Supports recap posts and future private-event promotion.

5. Proposed 90-Day Pilot Rollout

The pilot should prove demand before expanding. The cleanest path is one main hub, three event pages, and one simple interest form before adding payment or deeper admin tools.

Phase	Focus	Expected Output
Phase 1: Setup	Finalize assets, business details, proposed pricing, and first event themes.	Approved event copy, images, CTA language, and owner intake checklist.
Phase 2: Launch Preview	Publish the main hub and child pages as a concept preview / interest list.	Vineyard Nights hub plus Trivia, Bingo, and Murder Mystery pages.
Phase 3: First Pilot Events	Run one small test per format or start with Trivia / Mystery first depending on owner preference.	Guest list, attendance notes, event feedback, and repeat-interest signals.
Phase 4: Review & Repeat	Compare attendance, revenue estimate, staff effort, and private-event inquiries.	Recommendation on what to repeat weekly, monthly, or private-only.

6. Atlantis Deliverables

Deliverable	Included in Pilot	Notes
Main event hub	Yes	Overview page for all three event tracks.
Event detail pages	Yes	Trivia, Music Bingo, and Murder Mystery pages.
Interest / RSVP form	Yes	Structured for future n8n, Google Sheets, Airtable, or API integration.
Facebook launch copy	Yes	Post copy for each event format plus reminder copy.
Owner welcome kit	Yes	This document, plus refined PDF/doc version if needed.
Event comparison sheet	Yes	Simple owner-facing comparison of attendance, effort, margin, and repeatability.
Payment processing	Not in first build	Can be added after format, pricing, and compliance review.
Online wine sales / shipping	Not included	This POC is for events and interest capture only.

The following deliverables are included in the 90-day pilot at no additional cost beyond the agreed POC setup fee. Each item is designed to prove demand before adding complexity. An email interest list will be captured and available to the winery owner within 24 hours of the first form submission.

7. Success Metrics

The goal is not just to host events. The goal is to learn which event formats create repeat visits, private booking interest, and measurable community response.

Metric	What to Track
RSVP / interest count	How many people submit interest per event type.
Actual attendance	How many guests show up compared with RSVPs.

Metric	What to Track
Average group size	Couples, small groups, large groups, birthdays, or corporate/private interest.
Estimated event revenue	Entry/cards/tickets plus rough drink/food add-on estimate provided by the winery.
Private-event inquiries	Birthday, bachelorette, company outing, wine club, or group booking leads.
Repeat interest	Guests who ask about the next event or join the event list.

8. Next Steps

Recommended first working session agenda:

- Confirm the winery's preferred event nights and any schedule conflicts.
- Choose the first event format to test publicly, likely Trivia or Murder Mystery.
- Confirm whether the first launch is interest-only or RSVP-ready.
- Collect brand assets and venue photos.
- Approve draft event names, pricing language, and POC-safe disclaimer language.
- Pick the first three target dates for the pilot calendar.

Owner Intake Checklist

Use this as the quick “send to Atlantis” checklist before launch copy and final page content are locked.

Checklist Item	Owner Initials	Notes
Logo files received		
Venue/event photos received		
Preferred event nights confirmed		
Capacity confirmed		
Ticketing/RSVP preference confirmed		
Prize budget range confirmed		
Food/wine add-on options confirmed		
Facebook/contact workflow confirmed		
First 3 target dates selected		
Final POC language approved		

Pilot Disclaimer

This document is a concept and planning kit. Final event dates, pricing, inclusions, alcohol service details, vendor arrangements, ticketing, and promotional claims are subject to Flowery Branch Winery approval and any applicable venue/vendor requirements.