



for the children

Photos courtesy of
Tents For Rent

*Breaking
ground
for a new
hospital*

Event: A fundraising and groundbreaking event attended by donors and potential donors for the Hershey Children's Hospital, Hershey, Pa.

When: Nov. 13, 2009.

Timeline: Tents For Rent, Ephrata, Pa., had four days for setup and three days for removal of all equipment, including a structure, tent, flooring, carpet, lighting, risers and seating.

Other companies involved: Shumaker PDT for interior design and lighting and Special Events Tents and Party Rental for one of the tent structures.

Major items used, and products purchased specifically for the event: A 25m-by-25m structure, a 40-ft.-by-40-ft. NaviTrac tent, EventDeck Ultra Deck flooring, AstroTurf carpet, intelligent lighting, risers and seating for 450 people.

Challenges and solutions: "The entire area was crisscrossed with underground utilities — high-voltage electric, low-voltage electric, storm sewer, fire water and communications — which required 18 in. of clearance on either side for tent stakes," says Daryl Sensenig, office manager, Tents For Rent. "Yet, their budget did not allow for weighting the tent. Due to internal bureaucracy, we could not get the utilities marked until the day before the tent was installed. So, we had to adjust the position of the tent within inches in order to avoid staking into any utilities."

What went well and why: "The event went flawlessly due to planning" ➤ *Page 114*



HOSPITAL From Page 112 and communication from start to finish. Pennsylvania Gov. Ed Rendell spoke at the event in addition to many other people including two young cancer survivors. Former Cirque du Soleil performers created a great preshow," he says.

Lessons learned: "It's important to follow up closely on all aspects of the project in order to be sure that nothing has been lost in the internal bureaucracy of the hospital. Pulling off a great fundraising event is essential to the success of the entire hospital project. This project would not be possible without the many donors who attended this event," he says.

Why is rental important for events like these?

"Without the rental of tents, heaters, lighting, seating and much more, an outdoor groundbreaking event like this would be impossible," Sensenig says. **RM**

RM thanks Tents For Rent, Ephrata, Pa., for this information.