

PHILLY EVENT PLANNING

The Philly Experience Book

Curated programs for meetings & conferences, organized by planner need.

EXPLORATORY DRAFT — 10 programs + referral network

How the referral works

The fastest, highest-trust leads don't come from ads — they come from the institutions Philadelphia's decision-makers already belong to. This network turns private clubs, civic organizations, and hospitality partners into a standing referral channel, each with a simple reason to send us their group.

THE FLOW

Partner identifies the need	A club, hotel, or organization has a member or guest with a group event to plan — a size or style they can't fully service themselves.
Warm handoff	One call or a short referral form gets the request to us directly, with the partner's introduction attached.
We deliver, under their name	We run the event white-glove, positioning the partner as the one who made the introduction — protecting their reputation with their own member or guest.
Partner is thanked, not just paid	A referral fee or reciprocal perk (structure TBD) goes back to the partner, along with a light-touch update so they know their referral was taken care of.

WHAT PARTNERS GET

Referral fee or credit	Per booked event or a percentage of contract value (TBD)
Direct concierge line	A dedicated contact, not a general inbox
Co-branded materials	One-pagers and intro emails partners can send as their own
Preferred Partner status	Recognition and priority scheduling for their referrals
Preview invitations	First look at new Experience Book programs before wider release

Who refers us

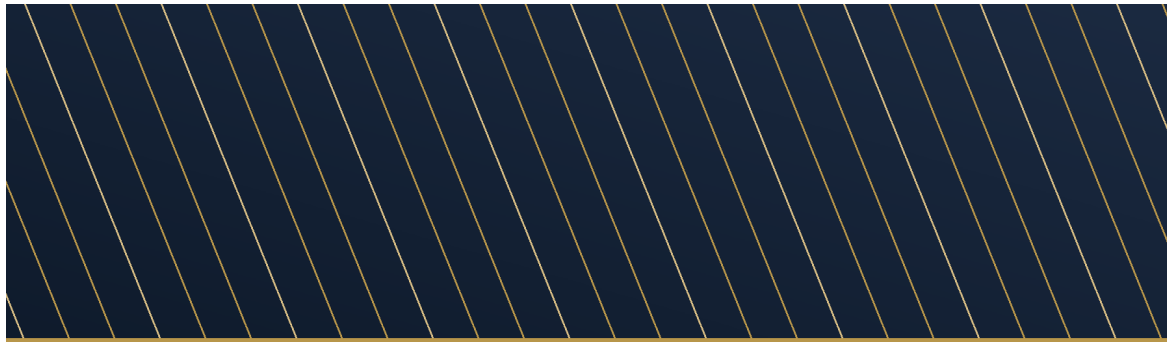
TARGET PARTNERS

Private membership clubs	Union League of Philadelphia, Fitler Club, Pyramid Club — members regularly host private dinners, board retreats, and out-of-town guests, and need a trusted name to hand those requests to.
Business & civic organizations	Greater Philadelphia Chamber of Commerce and similar bodies — a direct line to companies actively planning meetings, conferences, and client events in the city.
Hospitality partners	Boutique and luxury hotels across Center City, Rittenhouse, and Old City — concierge teams field group requests daily that go beyond what the hotel can produce in-house.
Corporate concierge & DMC groups	Firms already fielding logistics-heavy group requests, looking for a specialized partner to hand off Philadelphia-specific programming to.

THE PARTNER CTA

“Have a member with a group need? One call, and we handle everything — your name attached, response within 24 hours.”

Referral fee structure, co-branded materials, and partner agreements are TBD pending outreach to each organization.



PHOTOGRAPHY PLACEHOLDER — FOUNDING FATHERS PRIVATE DINNER

PROGRAM 1 OF 10 · 20 VIPS

Founding Fathers Private Dinner

An intimate, candlelit dinner in a historic Old City setting, built for small executive groups who want Philadelphia's founding-era atmosphere without the tourist trappings. Costumed storytelling and a chef-led tasting menu turn a standard client dinner into something guests bring up months later.

WHY IT WORKS

- Scarcity and intimacy do the work — 20 people in a 300-year-old room feels earned, not staged
- Storytelling gives quiet executives an easy, low-pressure way to talk to each other
- Small enough that the host can personally thank every guest by name

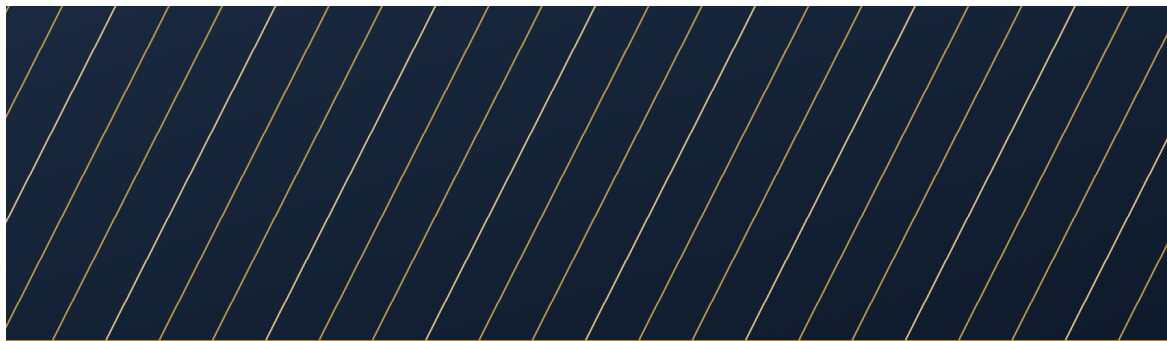
THE SPEC

Group size	12–25 guests
Duration	3 hours
Approx. per-person price	\$185–\$225 (TBD)
Transportation	Not included; can be added
Customization	Menu, historical program, wine pairing
Sponsor opportunities	Single-sponsor exclusivity

INSIDER TIP

Book the room at least 90 days out — the best Old City private rooms hold 1-2 exclusive-use dates per month during conference season.

Pairs well with a same-week Chef's Table for the broader group.



PHOTOGRAPHY PLACEHOLDER — CHEF'S TABLE PHILADELPHIA

PROGRAM 2 OF 10 · 40 BOARD MEMBERS

Chef's Table Philadelphia

A rotating, multi-course progressive dinner through three of the city's most acclaimed kitchens, with the executive chef greeting the table at each stop. Designed for boards and leadership groups who expect a premium, conversation-friendly evening with real culinary credibility.

WHY IT WORKS

- Movement between venues resets conversation naturally every 45 minutes
- Chef face-time signals the group is getting something money can't usually buy
- Course-by-course format keeps a 3.5-hour evening from ever feeling static

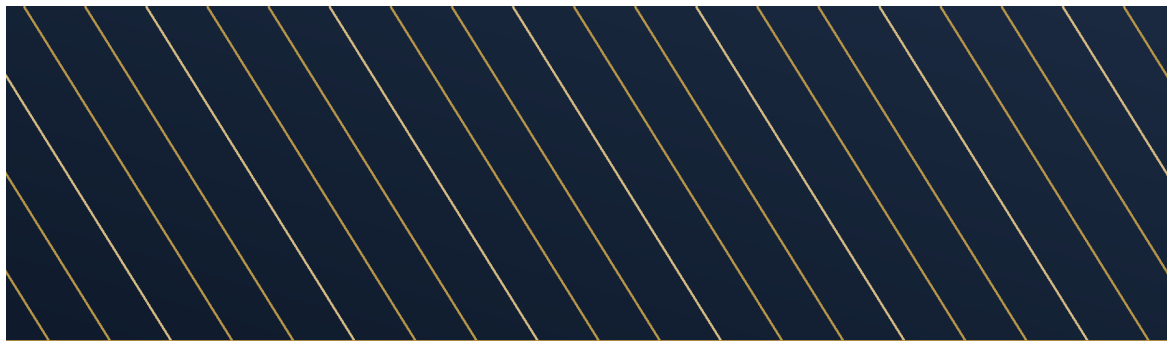
THE SPEC

Group size	25–50 guests
Duration	3.5 hours
Approx. per-person price	\$210–\$260 (TBD)
Transportation	Private coach between venues included
Customization	Restaurant lineup, dietary tracks
Sponsor opportunities	Course-level branding

INSIDER TIP

Cap each kitchen stop at 45 minutes — boards lose energy once a single course runs long.

Pairs well with a Founding Fathers Private Dinner the evening before to bookend the trip.



PHOTOGRAPHY PLACEHOLDER — PHILLY SPORTS NIGHT

PROGRAM 3 OF 10 · 75 CLIENTS

Philly Sports Night

A private suite or buyout space at a Philadelphia sports venue, paired with local game-day food and a guided intro to the city's sports culture for out-of-town clients. High energy, low formality — built for relationship-building over a shared experience rather than a seated meal.

WHY IT WORKS

- Shared rooting interest gives out-of-town clients an instant, low-stakes talking point
- Suite format lets people drift in and out of conversations naturally
- Local sports culture is a story clients take home, not just a meal

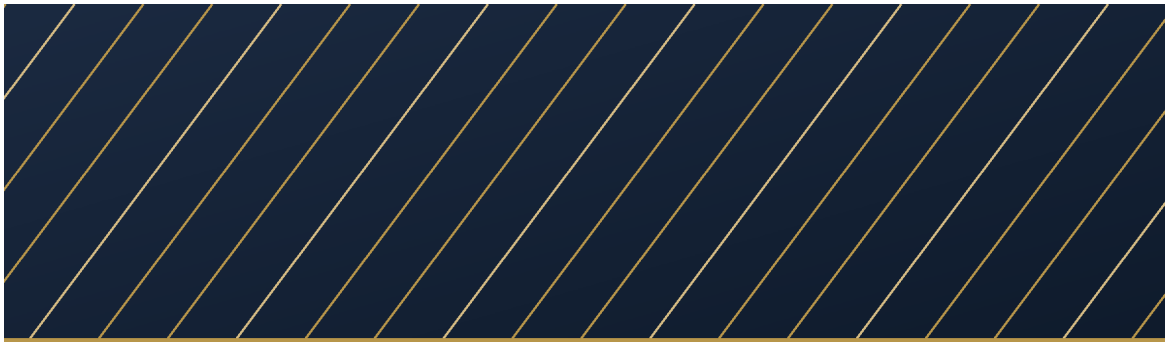
THE SPEC

Group size	50–100 guests
Duration	3–4 hours (game dependent)
Approx. per-person price	\$150–\$195 (TBD)
Transportation	Round-trip shuttle included
Customization	Suite tier, team/schedule dependent
Sponsor opportunities	Suite branding, giveaway integration

INSIDER TIP

Confirm the schedule before locking the date — this only works if a home game lines up with the event window.

Pairs well with an Eastern State After Hours dinner as a wind-down for the group that wants to keep going.



PHOTOGRAPHY PLACEHOLDER — TASTE OF READING TERMINAL

PROGRAM 4 OF 10 · 100 ATTENDEES

Taste of Reading Terminal

A guided grazing tour and private buyout of sections of Reading Terminal Market after public hours, sampling from a curated set of the market's best vendors. Puts attendees in one of Philadelphia's most iconic spaces while solving the classic 'group of 100, one evening' problem.

WHY IT WORKS

- Grazing format lets 100 people move at their own pace instead of waiting on a seated service
- One of the most photographed interiors in the city — built-in content for attendees
- Vendor variety means dietary restrictions solve themselves without a special request

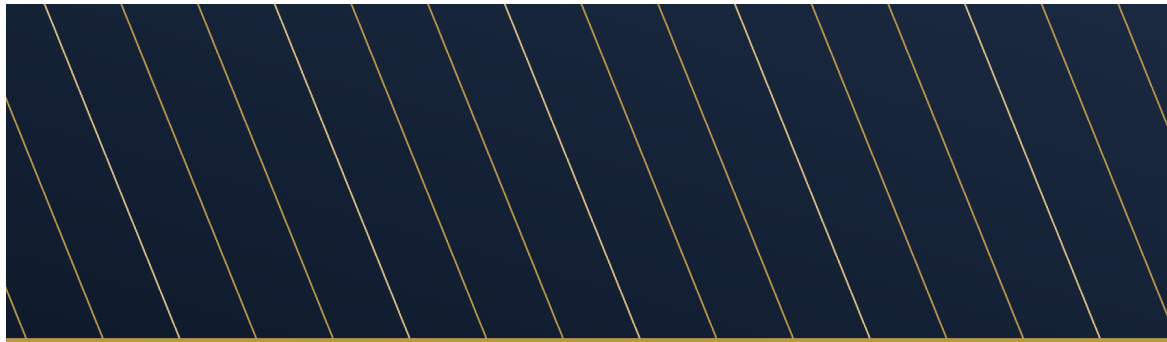
THE SPEC

Group size	75–125 guests
Duration	2.5 hours
Approx. per-person price	\$95–\$130 (TBD)
Transportation	Not included; walkable from most Center City hotels
Customization	Vendor selection, dietary stations
Sponsor opportunities	Vendor-stall sponsorship

INSIDER TIP

After-hours buyouts need Market management sign-off 60+ days out — start that conversation early.

Pairs well with Mural Mile Bike & Brunch the next morning for a full Center City experience.



PHOTOGRAPHY PLACEHOLDER — ITALIAN MARKET TAKEOVER

PROGRAM 5 OF 10 · 150 ATTENDEES

Italian Market Takeover

A block-scale evening event across the Italian Market, combining street food, live music, and pop-up tastings from neighborhood institutions. Built for groups that want authentic, only-in-Philadelphia texture at a scale a single restaurant can't support.

WHY IT WORKS

- Outdoor block format is one of the few ways to comfortably host 150 without a ballroom
- Live music and street energy make the event feel like a neighborhood, not a rental
- Neighborhood institutions give sponsors a genuine local story to attach to

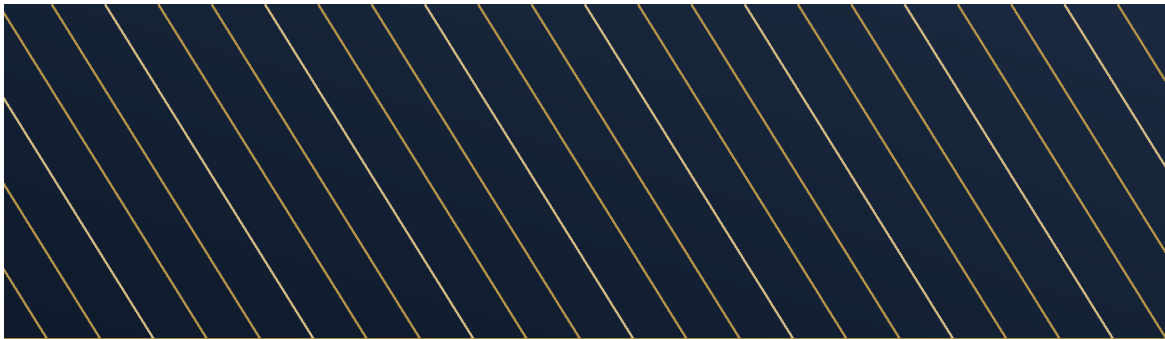
THE SPEC

Group size	125–175 guests
Duration	3 hours
Approx. per-person price	\$110–\$145 (TBD)
Transportation	Shuttle loop recommended
Customization	Vendor mix, entertainment, weather plan
Sponsor opportunities	Presenting sponsor, stage branding

INSIDER TIP

Always hold a rain-plan venue — outdoor block events need a firm go/no-go call 24 hours out.

Pairs well with a Signature Philly Closing Party for groups who want one big night and one personal night.



PHOTOGRAPHY PLACEHOLDER — SIGNATURE PHILLY CLOSING PARTY

PROGRAM 6 OF 10 · 500 GUESTS

Signature Philly Closing Party

A full-scale closing night in a landmark Philadelphia venue — think museum atrium, historic hall, or waterfront space — with local chefs, live entertainment, and a design language pulled from the city's identity. The tentpole event a conference builds its final day around.

WHY IT WORKS

- A single landmark venue gives 500 people one unforgettable room instead of a generic ballroom
- Local chefs and entertainment turn a closing party into a Philadelphia story, not a generic send-off
- Scale creates natural sponsor real estate across entrances, bars, and stage moments

THE SPEC

Group size	400–600 guests
Duration	4 hours
Approx. per-person price	\$165–\$210 (TBD)
Transportation	Full shuttle program included
Customization	Venue, theme, entertainment tier
Sponsor opportunities	Title sponsor, branded activations

INSIDER TIP

Landmark venues book 6–12 months out for exclusive-use dates — this is the first booking to lock, not the last.

Pairs well with The Bok Rooftop earlier in the day as a lighter counterpoint.



PHOTOGRAPHY PLACEHOLDER — ART, HISTORY & CULINARY PHILADELPHIA

PROGRAM 7 OF 10 · SPOUSE / GUEST PROGRAM

Art, History & Culinary Philadelphia

A daytime program built for spouses and guests attending alongside conference delegates — a mix of a guided museum or historic-district visit and a hands-on culinary experience, timed to reconvene with the main program by evening.

WHY IT WORKS

- Gives guests their own itinerary instead of an afterthought agenda built around the delegate schedule
- Hands-on culinary segment turns a museum visit into a full day, not just a morning
- Reconvenes cleanly with the main program, so nobody misses the evening's main event

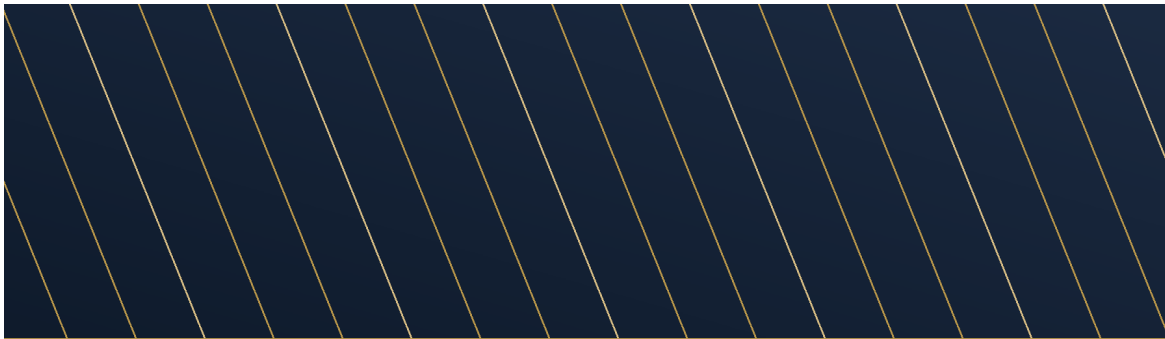
THE SPEC

Group size	10–40 guests
Duration	Half day (4–5 hours)
Approx. per-person price	\$135–\$175 (TBD)
Transportation	Round-trip transportation included
Customization	Museum/site selection, cooking vs. tasting format
Sponsor opportunities	Activity-level branding

INSIDER TIP

Poll guests on dietary and mobility needs two weeks out — this group skews more varied than the delegate list.

Pairs well with any evening program on the main agenda — built to reconverge by dinner.



PHOTOGRAPHY PLACEHOLDER — MURAL MILE BIKE & BRUNCH

PROGRAM 8 OF 10 · TEAM-BUILDING

Mural Mile Bike & Brunch

A guided bike tour through Philadelphia's mural corridor — the largest public art collection of its kind in the country — ending in a relaxed group brunch. An active, exploratory alternative to a standard team-building session, built for groups who'd rather move through the city than sit in a ballroom.

WHY IT WORKS

- Physical activity plus shared discovery builds rapport faster than a seated icebreaker
- Mural stops give the group natural, unscripted conversation points along the route
- Brunch landing spot gives the morning a clean, social close

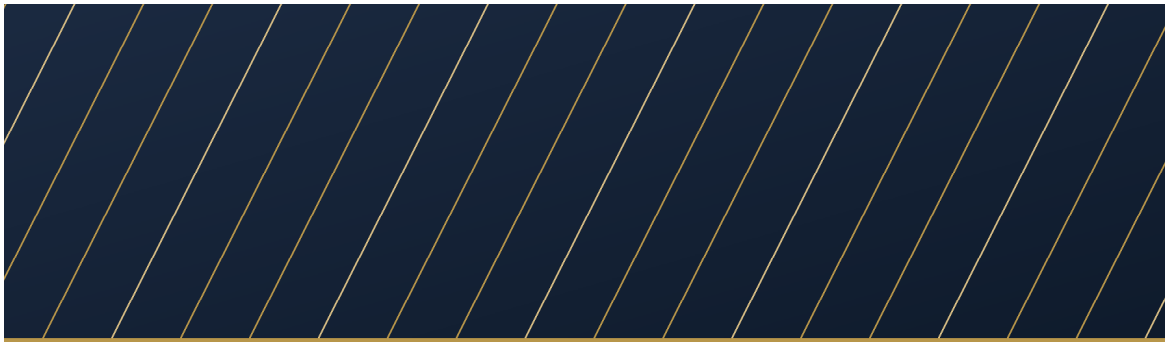
THE SPEC

Group size	20–60 guests
Duration	3 hours
Approx. per-person price	\$85–\$115 (TBD)
Transportation	Bikes provided; return shuttle for gear
Customization	Route length, mural themes, brunch venue
Sponsor opportunities	Route/waypoint branding

INSIDER TIP

Offer an e-bike option — it keeps the pace inclusive for mixed-fitness groups without slowing the tour down.

Pairs well with Taste of Reading Terminal the evening before for a full day-into-night arc.



PHOTOGRAPHY PLACEHOLDER — EASTERN STATE AFTER HOURS

PROGRAM 9 OF 10 · IMMERSIVE / AFTER-HOURS

Eastern State After Hours

A private dinner staged inside the crumbling cellblocks of Eastern State Penitentiary, one of the most atmospheric historic sites in the country. Dramatic lighting and the building's own decay do most of the work — this is the program for a group that wants Philadelphia's edge, not its postcard.

WHY IT WORKS

- Nowhere else in the city delivers this level of visual drama with zero set design required
- Genuinely unlike any other conference dinner attendees have been to — high recall value
- Works as a bold, talked-about opener or closer for a bolder brand or theme

THE SPEC

Group size	30–100 guests
Duration	3 hours
Approx. per-person price	\$140–\$180 (TBD)
Transportation	Shuttle recommended; limited on-site parking
Customization	Cellblock selection, lighting design, theming
Sponsor opportunities	Single-sponsor exclusivity

INSIDER TIP

Site access is seasonal and heavily managed by the historic site's own operations team — lock this 4-6 months out, longer around October.

Pairs well with Philly Sports Night for a group that wants to keep the unconventional energy going.



PHOTOGRAPHY PLACEHOLDER — THE BOK ROOFTOP

PROGRAM 10 OF 10 · ROOFTOP / INDUSTRIAL-CHIC

The Bok Rooftop

A rooftop reception atop the Bok Building, a converted South Philadelphia vocational school now home to artists and makers, with skyline views and an unpolished, creative-industry backdrop. Built for groups who want a design-forward space with real neighborhood character.

WHY IT WORKS

- Skyline views without the cost or formality of a hotel penthouse buyout
- Industrial-creative setting photographs beautifully and signals a design-savvy host
- Building's maker-community identity gives sponsors an authentic local story

THE SPEC

Group size	40–150 guests
Duration	3 hours
Approx. per-person price	\$100–\$140 (TBD)
Transportation	Shuttle recommended
Customization	Bar program, DJ/live music, indoor backup
Sponsor opportunities	Bar and skyline-view branding

INSIDER TIP

Rooftop capacity and weather contingencies are tightly linked here — confirm the indoor-floor backup space at time of booking, not after.

Pairs well with a Mural Mile Bike & Brunch earlier the same day — both lean into South Philly's creative side.