



2023

**The
Comedy
Empire**

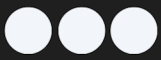
www.thecomedyempire.com.au

COMEDY FUNDRAISING

INFORMATION PACK



PERFECT FOR YOUR COMMITTEE MEETINGS



2023

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WHAT IS COMEDY NIGHT FUNDRAISING

- Comedy fundraising is when we help you raise funds by bringing top professional stand-up comedians from top comedy clubs, International comedy festivals and TV shows, to perform 'LIVE' for your organisation, at your chosen venue. We do most of the organising for you and you sell the tickets to your show to raise the big bucks!
- We're a mobile comedy club, so we bring all the sound & lighting and organise almost everything for you, so you can focus on what matters - selling tickets and raising funds.
- See our track record for raising thousands of dollars for schools, sports clubs and more below.

WHAT OTHERS SAY

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OVER \$250,000 RAISED SO FAR

- Thanks Nick – we wouldn't have reached our target so soon without your assistance. Looking forward to our next Comedy Night on October 24 2015! UPDATED: Wheatland have now raised over \$30,000 with us. 2015 they sold out 7 weeks in advance and 2016 they sold out the morning they went on sale.
– KYLIE WARD – WHEATLANDS STATE SCHOOL P&C
- Our P&C, especially the Comedy Night Steering Committee are to be congratulated on their achievement. When you walked into the Brymaroo Rodeo Shed it was "WOW! WOW! WOW!" The execution of the catering, decorations, gathering raffle prizes and the live show were all amazing.
– QUINALOW STATE SCHOOL – PRINCIPAL
- "We had a fantastic night! You guys were hilarious! Very professionally run & a pleasure to deal with! Thank you so much Nick, Nick, Ting, Aaron & Ashwin – you're unreal." \$7540 raised for Taroom Kindy (Taroom population 876)
- NATALIE ARGUS – TAROOM KINDY

WHAT'S INCLUDED?

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The Show

- You'll get a full-service 'live' stand-up comedy show, like those you'd see at the best comedy clubs across Australia and throughout the world. Our shows feature comedians from the Sydney and Melbourne International Comedy Festivals and from TV shows such as 'The Footy Show', 'The Comedy Channel' and 'Good News Week'.
- We bring the sound and lighting on the night and a stage if needed.
- We design all your marketing material as part of your event.

The Free Marketing Extras Include:

- Promotional Webpage
- Custom Promotional Email Design
- Poster Design (design only—excludes printing)
- Facebook event page
- Press Release Templates
- Event Planning Template (this must be completed prior to booking your event)
- Marketing Tips—Videos (highly recommend using this)



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SELLING TICKETS

We've run lots of fundraising shows (very successful shows), so we've seen what works, what doesn't and we know what the most successful shows have in common.

YOU NEED TO MAKE YOUR EVENT LOOK EXCITING

Please see our Marketing tips page to do that.



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Ticket Prices

- Ticket sale prices are negotiable, but we recommend \$35. \$35 is what people pay when they go to a top professional comedy club and they'll be getting the same quality show.
- The difference is - it's for a good cause and that makes them feel good. So make sure you know how their investment is going to help your organisation - be specific, so you can tell people what it is you're going to buy with the money you raise.

YOUR PROFITS

Below are your base profits from selling tickets, however, there are a variety of options to dramatically increase your profits such by running raffles and selling drinks and food on the night.

- Booking Fee: \$1440.00
- Tickets are sold for \$35 (Plus Bank Fees For Online Tickets)
- Sell 100 tickets @ \$35 = Profit \$620.00
- Sell 200 tickets @ \$35 = Profit \$4120.00
- Sell 300 tickets @ \$35 = Profit \$7620.00
- Sell 400 tickets – you get the picture
- Final Payment of \$1440.00 is due 2 weeks after your tickets are posted to your organisation, or set up online.
- **Total Cost: \$2880.00**

Note: If you're more than 200km from major cities, travel and accommodation fees will apply.



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ADDITIONAL BAR PROFITS

If you run your own bar, you can expect to earn an extra \$10+ per person.

ESTIMATED BAR PROFITS – IF YOU RUN YOUR OWN.

- 100 @ \$10 = \$1000
- 200 @ \$10 = \$2000
- 300 @ \$10 = \$3000

If you run your event at one of our partner venues, you may receive a bonus for every 100 tickets sold, so that makes up for not keeping the bar profits - and it's less work. Something to think about. Talk to us about it.



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ADDITIONAL RAFFLE PROFITS

We recommend selling raffle tickets at the door as the audience enters the venue; we recommended that you keep selling the tickets all night during the breaks. Our comedians can also plug the raffle during the break.

We don't recommend our comedians draw the raffle, because it works really well for one of your organisation members to draw the raffle prizes at the end of the night, at the same time you thank everyone for their valued support.

It makes for a great end to the night.

ADDITIONAL AUCTION PROFITS

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We recommend running an auction in the lead-up to your event. It's not only a great way to raise thousands of extra funds, but it's also a great reason to keep contacting people and reminding them about your comedy night, but without having to say "Hey, have you purchased your tickets yet"?

We recommend **AirAuctioneer** and we can help you set it up.



ADDITIONAL AFFILIATE PROFITS

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Once your fundraising event is over, you may be offered the opportunity to become an affiliate, which means you can raise funds by referring other organisations to us.

If those organisations (you referred to us) book (and host) their own comedy night fundraiser event, your organisation will be paid an affiliate payment.

Inviting local organisation and their committee members to your event can quickly increase sales too. The more successful your event is, the more likely Audience members are to book their own comedy fundraising event, so the more likely your organisation is to collect multiple affiliate payments in addition to the funds you raise from your comedy event.

Affiliate payments are paid every time the referred organisation rebooks an event. That means your organisation gets paid year after year for up to 3 years. We're BETA testing this and conditions apply.

ARE WE RIGHT FOR EACH OTHER?

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We pride ourselves on the success of our clients - your success. We want to protect you and we want you to raise a lot of money. We do this because we care!

We also want to protect the great reputation we've built up over the years, so we need to ensure you'll smash your fundraising goals out of the ballpark. **Anything less isn't acceptable.**

So with that said, we don't run events for just anyone, we need to know you'll succeed, so we created the **event planner on the next page.**

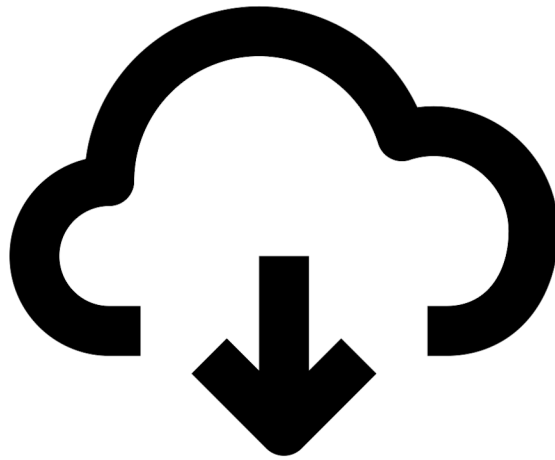
Please complete the event planner and send it back to us.

NEXT STEP

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If you wish to move forward, please complete the event planner and send it back to us. It's short and simple, but from our 20 years of experience, these little things are the difference between an average fundraiser, and an event where you can exceed your goals and will beg us to come back year after year.

EVENT PLANNER DOWNLOAD



THANK YOU

Our goal is to make a difference by helping community organisations to raise big money while making people laugh hysterically. We been doing it for years and we're good at it.

The information within this info pack was correct at the time it was developed. Some information and offerings may change as we grow, so please call if you have any questions.