



# **QUEENSLAND**

Comedy Fundraising Festival  
**2017**

## **COMMITTEE INFORMATION PACK**

The information within this PDF was created as a guide to give you a clear outline of what we do, what you can achieve and what others have done in the past. If you have any questions feel free to contact us anytime.

# \$15K FESTIVAL OVERVIEW

Hosting your own comedy night fundraiser show as part of the **Queensland Comedy Fundraising Festival** is almost exactly the same as hosting one of our regular comedy fundraising shows, but with **\$15,000 worth of added incentive & awesomeness...**

**\*\*Below is an outline of the incentives and key requirements when fundraising for your organisation, by selling tickets to your own professional 'LIVE' stand up comedy show, 'LIVE' at your own selected venue (near you), as a participant of the **Queensland Comedy Fundraising Festival!****

## **Festival Incentives and Requirements:**

- *Sell 200 tickets to your own 'LIVE' comedy night to raise great money, but sell your tickets within two weeks of your tickets going on sale online (1st August) then your organisation will go into the draw to win \$15K. That's one chance in 25 (max) to win \$15K – that's great odds!*
- *All **Festival** shows must be hosted during October. NOTE: You can book our **regular** comedy night fundraisers anytime, which regularly raise \$5000-\$7000.*
- *Your allocated tickets (200) are to be sold online. You can sell physical tickets to raise more money, but the first 200 tickets must be sold online to be eligible to win the \$15K.*
- *The location of your event must be within 200km of Brisbane City. Some exceptions apply.*

## **Want to be part of the Festival? Note these important dates:**

*Expression of Interest Open: 1<sup>st</sup> Feb 2017  
Expression of Interest Close: 29<sup>th</sup> April 2017*

*Bookings Open: 1<sup>st</sup> May 2017  
Bookings Close: 1<sup>st</sup> July 2017*

*Tickets go on sale: 1<sup>st</sup> August 2017*

*Festival Date: 25 Shows between 1<sup>st</sup> Oct 2017 – 31<sup>st</sup> Oct 2017  
Prize Draw: 1<sup>st</sup> November 2017*

# What is Comedy Fundraising?

*Comedy fundraising is when we help you raise funds by bringing top professional stand up comedians (from top comedy clubs and TV shows) to perform 'LIVE' for you, at your venue. You sell the tickets to the show to raise big bucks! We've been really successful and we're now turning it into a Comedy Festival of Fundraising & you'll benefit from that!*

*See our track record for raising thousands of dollars for schools, sports clubs and more below or visit our website for photos, testimonials and more.*

## The Comedy Festival

*Due to the popularity & fundraising events, we have created The Comedy Fundraising Festival. It's a festival of fundraising that runs just like our other popular fundraising shows, but with the a huge prize incentive to help community organisations to raise more cash – faster. It means that our successful fundraising model is even more powerful.*

## \$15,000 Prize Incentive!

*All your organisation has to do to go into the draw to win \$15K is to sell 200 tickets to your fundraising event within two weeks of the ticket going on sale online. That means your organisation will be one of only 25 that are eligible to go into the draw to win \$15,000, plus you keep all the money you raised from selling the tickets too. Keep in mind; if some organisations don't sell their 200 tickets, then there will be less than 25 organisations in the draw to win the \$15K. Will you be in that draw?*

*It's easier to sell tickets to raise funds when there's a golden carrot dangling in front of you, but what's super exciting about the \$15,000 during the 2017 Comedy Fundraising Festival is that the 15K prize incentive gives your members a great reason to insist people hand over their money for their comedy show tickets sooner rather than later. It gives your members a deadline to win big for your organisation and which gives them good reason to say they need the money for the tickets today, not tomorrow, not next week – NOW! That can save massive amounts of time – which equals more sales, more money, with less work.*

NOTE: You should promote your event well before tickets go on sale online so that when your tickets 'do' go on sale, people jump on them so they don't miss out.



# What others say

*Testimonial - \$7120 raised for Wheatland's State School (85 students)*

*After the P&C's 5 years of fundraising, the Comedy night they hosted in Wondai last October boosted their bank account by \$7,000 and enabled the purchase of this fantastic piece of play equipment ([image here](#)). And today is the kids first day of play on their web. 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!*

*KYLIE WARD - WHEATLANDS STATE SCHOOL P&C*

- *NOTE: Our last show in Wondai sold over 300 tickets the day they went on sale.*
- *Oh – And their school only has 81 students!*

*Testimonial - \$7250 raised for Quinalow State School (total community population 300)*

*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 entertainment was of a very high standard.*

*I can honestly say the night was organised by extremely dedicated, passionate and talented parents. I am in awe of them. Events like this continue to make Quinalow Prep -10 State School a school of choice.*

*QUINALOW STATE SCHOOL - PRINCIPAL*

*Testimonial - \$7540 raised for Taroom Kindy (Taroom population 876)*

*"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 were unreal "*

*NATALIE ARGUS - TAROOM KINDY*

# Overview

Apply to host your own professional 'LIVE' Comedy Show with top comedians at your venue (or one you partner with) during the 2016 Comedy Fundraising Festival & we'll do most of the organising for you, so you can concentrate on making '**the money**'. We provide you with a ton of bonus extra's to promote your event and more. You basically just promote your show and sell the tickets to your event to raise lots of money.

## WHAT YOU GET

We'll provide you with the entire show including; 3 top comedians often from Australia top comedy clubs and TV shows such as 'The Footy Show', 'The Comedy Channel', 'Good News Week', & even 'The Melbourne International Comedy Festival'. We'll bring them to your venue to perform 'LIVE', we'll also bring the lights, sound, stage & probably some candles, to make it look pretty, plus we'll supply you with an array of free extra's to help you promote your show and sell tickets including a custom webpage, poster designs, an HTML email template, the tickets & we send you our powerful Fast-Track Worksheet that shows you how use the marketing material effectively.

**NOTE:** We cannot insist enough that you use our Fast-Track Worksheet.

## WHAT TO DO NEXT?

Talk to your committee and see what they think. Make sure everyone is prepared to do his or her bit. Then apply or express your interest. What we do works. We have had a group of 3 people sell over 200 tickets to one of our events and they raised over \$7000, so if your organisation isn't successful, it's your organisation, not the product. Follow our fast-track worksheet and marketing tips and you will do better than if you don't. Be excited – it sells!

## BOOKING YOUR SHOW?

After we have a chat to learn what you want to accomplish and we agree on a date, we'll send you the online booking form. Once you have booked your event, we'll set it all up for you. You then start promoting your events and sell the tickets as fast as you can.

NOTE? We'll be here for you to offer advice, tips & to answer questions

# Selling Tickets

You need to have a specific goal to get excited about fundraising. That's how you sell tickets. See our marketing tips page for more info.

The big prize pool will help you with motivation and to get excited by putting a big prize incentive in front of you is only part of the key ingredient. You need to have your own personalized goal that everyone in your organization is pumped about too. Get specific! What do you need to raise funds for and how much do you need? Then think of the prize as a bonus to help you exceed your goal.

**KEY:** You need to devise 'that' special reason for getting people to support your cause!

**HOT STARTER TIPS:** You all need to be excited about the show too - the night itself. You start this by having **your own** ticket purchased, before you start selling tickets to other people. **BEFORE!**

Ensure your key members set an example by buying their tickets right there in front of the rest of your club or organisation, then get them to post on Facebook immediately (in front of everyone). Post that you're excited! Make buying the first tickets an event!

Show everyone you're pumped & they will get pumped! Show everyone you're excited to be onboard. Tell everyone that you want to do well because you want to be invited to participate in next year's festival too.

We put the prize pool in place to help you make money fast & so you can tell people it is imperative they buy their ticket **NOW!** Not later, not next week & not tomorrow. Use the prize to 'sell' your tickets, use it to it's full potential. You have a time limit to win big and you need them to buy their ticket **NOW**, so you need their money now, so you can sell more tickets - faster.

People like to help you reach your goal, but they like to see what they are helping you to achieve. Make sure you have a specific goal and that your entire organization knows what that goal is when they are selling tickets. I don't just mean the prize as a goal – your organisations personal goal. What will you buy with the money and what else will you buy if you win the prize?

We are passionate about what we do! We want you to raise a fortune, so ask us how we can help! Check out our marketing tips to make your comedy fundraising festival show explosive.

# Ticket Prices

Ticket sale prices are usually negotiable, but during the 2016 Comedy Fundraising Festival all tickets are sold for \$35.00, plus any online purchasing fees (generally add \$2-\$3).

NOTE: You must provide some sort of finger food on each table as tickets are sold as 'show and nibbles'.

# The Profits

1<sup>st</sup> Booking Fee: \$1440.00 (Paid 6 weeks prior to your event date).

2<sup>nd</sup> Booking fee - Final Payment of \$1440.00 is due 2 weeks after your event is set up, prior to tickets going on sale.

Tickets are sold for \$35 (Plus Booking Fee 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

NOTE: Remember that simple finger food must be supplied on each table, so make sure you subtract that from your profit. The most proactive organisations from 2016 will be first to be invited back to participate in the 2017 Comedy Fundraising Festival.

From the feedback we are getting, we expect it will be hard to get in next year, so you won't want to relinquish your spot easily. If you want to be invited back next year and you want to raise big money year in year out - the nicer the finger food (nibbles), the sexier you make your tables look on the night and the better the service your venue offers on the night, the more likely you will be to raise lots of money each year!

By jumping on this opportunity, you will be getting in on the ground level. Make the most of your opportunity and secure your spot for next year too.

All tickets will go on sale approximately 5 weeks before your show date, but you can start promoting your event and advertising the date your tickets go on sale anytime after your event conformation.

# Bar Extra's

If you run your own bar, you can expect to earn an extra \$10-\$15+ per person.

100 @ \$10 = \$1000

200 @ \$10 = \$2000

300 @ \$10 = \$3000

100 @ \$15 = \$1500

200 @ \$15 = \$3000

300 @ \$15 = \$4500

# Raffle Extra's

We recommend selling raffle tickets at the door as the audience enter the venue, we advise that you keep selling the tickets all night. Draw the prize at the end at the same time you thank everyone for his or her valued support.

It makes for a great end to the night.

# Festival Prizes

There will be 30 participating clubs selling tickets to their own show during the Comedy Fundraising Festival. All participating clubs and/or organisations that sell 200 of their tickets within two weeks of their tickets going on sale, will go into the draw to win \$15,000 for their club. Plus each club will also retain their profits for the tickets they sold.

All tickets will go on sale approximately 5 weeks before your show date, but you can start promoting your event as soon as the marketing material is sent to you, so when your tickets go on sale – they fly out the door.