



the comedy empire

COMEDY FUNDRAISING

information pack

PERFECT FOR YOUR COMMITTEE MEETINGS



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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

- 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?



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)



TIP

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 use our marketing tips to help you do that.



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 with your event is that it's for a good cause, therefore purchasing tickets to your comedy event is not only exciting, it makes people feel good.

Important: Use our event planner to define your goal. Being able to communicate your goal accurately will help generate excitement and support from both your organisation and your community.

YOUR PROFITS



Below are your estimated profits from selling tickets. This is only a starting point, there's an array of options to dramatically increase your profits such by running raffles and selling drinks and food on the night.

- **No Upfront Fee**

- Booking Fee One: Due 7 Days after your event tickets go on sale (\$1440)
- Booking Fee Two: Due 21 Days after your event tickets go on sale (\$1440)
- Total Cost: \$2880.00

- 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

Note: If you're more than 200km from major cities, travel and accommodation fees will apply. Shows can be split between multiple organisations. Contact us for NZ, UK and Canadian prices. PDF and website updates coming soon.



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.



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

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.



AFFILIATE PROGRAM & RECURRING INCOME



As a fundraising client you may be offered the opportunity to become an Comedy Fundraising Affiliate, which means you can raise funds by referring other organisations to us.

Example: When you host an event as a fundraiser, if you invite lots of your local community organisations to come to your event (to sample the comedy fundraising), you'll sell more tickets, plus if they book and host an event - your organisation will get paid - and its a recurring income paid each year for up to three years.

Conditions Apply

Find out more when you apply to host an event!

FROM THE FOUNDER



The Comedy Empire was designed for two main reasons and if we're not achieving both, we'll shut the doors.

- 1. Helping the community!*
- 2. Improving the stand-up comedy industry by producing exceptional and hilarious comedy events that audiences truly love!*

The Comedy Empire was the first Australian comedy company dedicated 100% to comedy fundraising shows. It was created from the heart. I never wanted to run a business that wasn't highly ethical and that was way before 'social enterprise' was a common term.

Your success truly matters to me personally and want to protect organisations from failed fundraising attempts. That's why we we don't work with everyone that applies.

We care and we know what works. Let us help you with some easy steps that can explode your profits like so many before you.

We look forward to helping you!



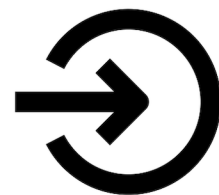
-Nick Johns

NEXT STEP

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 15+ years of experience, planning ahead is the difference between an average fundraiser, and an event where you can exceed your goals!

To apply, you must complete the event planner – you'll be glad you did!

DOWNLOAD
You'll need to login





THANK YOU

Our goal is to make a difference by helping community organisations 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.