

FUNDRAISING

Eaglehawk Town Hall
2 Peg Leg Rd
Eaglehawk Victoria
Admin Office: 03 5446 2526
www.starcinema.org.au



The Star Cinema has an established commitment to supporting the local community through fundraising film events. Our cinema's unique atmosphere and charm make it the perfect venue to hold your fundraising event.

www.starcinema.org.au

YOUR SUCCESSFUL FUNDRAISING EVENT IS ONLY FOUR STEPS AWAY!

1.



PICK A DATE

- You can hold your fundraiser on a Thursday evening
- choose a date that you think will attract the biggest audience to your event
- have a couple of date options to begin with, as this could offer you more film choices

2.



PICK A FILM

- contact our Programming Manager Hannah at hannah@starcinema.org.au for film options
- when choosing a film, consider what type of film will attract the biggest audience
- would you like to educate, or simply entertain?

3.



MARKET YOUR EVENT

- get a team together to plan and market your event
- utilise social media, mailing lists, posters and networks to get the word out to as many people as possible

4.



HOLD A SUCCESSFUL EVENT!

- the venue is yours, so be creative and tailor your event to highlight what makes your cause or organisation special
- value add: consider having a guest speaker or introducing your cause or group
- raise extra money by offering door prizes and inviting donations

YOU help choose the movie
YOU decide the ticket price
YOU market the event to as many people as possible
YOU host a successful event raising cash for your cause

WE supply the film and our unique venue
WE take your bookings & sell tickets at the event
WE list your event on our monthly programme and website
WE provide staff and support to assist in your success

- How far in advance can I book a fundraiser?

You are welcome to reserve a date(s) at any time and we endeavour to have a choice of titles available to you in a timely manner (subject to company approval). To have your event listed on our monthly program, full details must be submitted and confirmed by the third week of the month prior.

- I have some great ideas for my event, how can I find out more?

Our unique venue is yours for your event. Talk to us about value-adds to help make it really special.



TESTIMONIALS

'Our organisation held a very successful fundraising event at the Star Cinema in aid of the 'Relay for Life' campaign. We raised close to \$1,000 in just one of several very successful and enjoyable fundraising film nights.' Central Victorian Womens Choir Inc

'Through the Star's support, our fundraising nights have raised several thousand dollars for our group.' Bendigo Breast Cancer Support Network

'For the past 5 years, the Bendigo Can Do Club has held an annual fundraising event at Star Cinema. These nights have been one of our most successful fundraising events each year. In the past 5 years ... we have raised over \$5,000 as well as promoting cancer awareness and celebrating as a community those that have been touched by this disease.'
Bendigo Can Do Club



Postal Address

P.O. Box 83
Eaglehawk
Vic 3556

Phone Numbers

Bookings: 03 5446 2025
Administration: 03 5446 2526

Programming Manager

Hannah Morton
hannah@starcinema.org.au
Monday – Friday 11am - 5pm

Business Manager

Martin Myles
martin@starcinema.org.au
Monday – Friday 11am - 5pm

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STAR
CINEMA

**YOUR
CINEMA**

TERMS AND CONDITIONS

Please ensure that you read and fully understand the following information thoroughly before proceeding with your booking.

CHOOSING A FILM

Films for the Star Cinema are selected by our Programming Manager who endeavours to produce a varied program. You, in collaboration with our Programming Manager, will ensure that the best film is chosen for your event. Films outside of our regular programming may be available by negotiation.

YOUR TICKET PRICE

It is your responsibility to determine the amount you will charge per ticket for your event. It is important to note that Star Cinema retains \$10 from every ticket sold (IMPORTANT: see 'Payment' section below).

When deciding on your ticket price, consider the following factors: your target audience, value adds (ie catering), your fundraising target, and remember; Star Cinema will retain \$10 per head. E.G. you charge \$20 per ticket: you pay Star Cinema \$10 per ticket; you keep \$10 per ticket.

EVENT START TIME

The film must commence at 7pm on a Thursday evening. Any value-ads must take place prior to the film screening.

MARKETING YOUR EVENT

It is your responsibility to market your event to ensure its success: we highly recommend you maximise your reach by utilising social media, mailing lists, newsletters, fliers and local press (e.g.: Bendigo Advertiser, ABC local radio).

In addition, your event will be listed on our monthly programme and website.

Once your event is confirmed, encourage people to call us on 5446 2025 and reserve seats in advance. We are also happy to receive group bookings via your organisation.

SEATING CAPACITY

The seating capacity of the Star Cinema is 174: 80 couches and armchairs downstairs plus a further 94 balcony seats. NB: Ramp access is available to ground floor only. Balcony seating is accessible via stairs only.

CATERING

Due to COVID-19 we are not currently offering the option for you to supply catering at fundraiser events until further notice.

ACCESS, DOORS AND BAR TIMES

Access is available one hour prior to the advertised start time. Doors will be opened to the public at 6.30pm. Our licensed bar will be open until the film commences.

PLEASE NOTE THE FOLLOWING CONDITIONS OF OUR LICENSE:

- 1: No BYO liquor: any liquor brought onto the premises will be confiscated.
- 2: Alcohol must NOT be consumed outside the premises.

CLEANING & BREAKAGES

It is the responsibility of the fundraising organisation to cover the cost of any damage caused by your group in the course of the event.

CANCELLATION

Once your booking is confirmed, a cancellation fee of \$200 applies.

PAYMENT

Star Cinema will retain \$10 from every ticket sold. You will receive notification of the balance (where applicable, see 'YOUR TICKET PRICE' above) at the conclusion of your event, which will be paid into your nominated bank account within 10 business days.

The total amount retained by Star Cinema is determined by a) the number of people that attend your event OR b) the minimum guarantee. The minimum guarantee of \$400 covers Star Cinema's costs.

This is how Star Cinema will calculate the total amount retained:

\$400 OR \$10 per head, whichever is the greater figure.

- EXAMPLE 1: If 27 people attend, Star Cinema will retain \$400 and you will receive the balance
- EXAMPLE 2: If 93 people attend, Star Cinema will retain \$930 and you will receive the balance
- EXAMPLE 3: If less than the minimum guarantee of \$400 is taken at the box office, you will be required to pay the balance to Star Cinema at your event.

OTHER POINTS

Before completing and returning your agreement, please contact the Star Cinema if you require any clarification.

YOUR FUNDRAISER EVENT BOOKING WILL BE CONFIRMED ONCE STAR CINEMA HAS RECEIVED THIS SIGNED AGREEMENT (Please keep a copy for your records)

Note: you must be 18 or over and be authorised to fundraise for the organisation noted below.

I , on behalf of
(YOUR NAME) (GROUP OR ORGANISATION YOU ARE FUNDRAISING FOR)

acknowledge that I have read and understand the terms and conditions listed above.

..... Date / /
(SIGNED)

NOMINATED BANK ACCOUNT DETAILS

ACCOUNT NAME: ABN (if applicable):

ACCOUNT NO: BSB:

CONTACT DETAILS

NAME: EVENT TITLE:

PHONE: DATE: TICKET PRICE(S):

EMAIL: Film / genre preference:

ADDRESS:
Final film choice will be determined in conjunction with Programming Manager.

OFFICE USE: Confirmed Date: Film: