

How to host a fundraiser

Hosting your own film fundraiser screening at Regent Cinemas is a fantastic way to bring in money for your group. Regent Cinemas offer a great fundraising program that makes it simply to sell tickets and raise your required funds. Who doesn't like to be entertained, while helping a useful cause at the same time!!

There is no restriction on how many film fundraisers you can run during the year. Movies are always changing, giving you the option of targeting different demographic groups.

Where to start?

- ★ Pick an appropriate movie for your audience. The choice can make or break your fundraising.
- ★ Book your fundraiser screening close to the official release date, to minimise people seeing the movie before your screening.
- ★ Choose your date carefully with no clashing of football games, school holidays, or other events that may mean people cannot attend.
- ★ Choose the timing carefully – for instance, late afternoon movies are better for younger audiences.
- ★ Be reasonable in your pricing of tickets – \$2 can make a big difference!
- ★ Have fun!





How to Promote your Event

- ★ Create advertising flyers in colour, and use movie artwork for greater effect.
- ★ Email the flyer to keep printing costs down. Tell people the story of what you are doing and why. Don't be afraid to be passionate – explaining your personal connection is more encouraging for people.
- ★ Enlist the assistance of family and close friends to help you advertise. Give them the movie flyer for promotion. Give them a supply of tickets so they can sell direct to their networks.
- ★ Ask local businesses to display posters on your behalf (though most sales will come through a personal connection). If using this method, create flyers with tear off strips with your contact details.

Selling Tickets

- ★ Don't worry if it takes a while for tickets to start selling! People might want to wait until the media starts advertising the movie more, or wait till the last week to purchase because they're unsure of their plans.
- ★ All tickets are numbered, so keep a record of what numbers have been handed out to friends to sell, and those that are already sold.
- ★ We recommend 10 ticket sellers per 100 tickets. Don't be worried about giving them a timeline – a week for each ticket seller is enough time to see if they can sell them. You don't want tickets to be sitting on someone's table collecting dust.

Using Social Media

- ★ Create an event on Facebook and advertise through your network.
- ★ Run a countdown on your event page to build excitement. Don't forget to do a ticket countdown as well, to let people know how many tickets are left!
- ★ Keep reposting your movie message at the top of the news feed on Facebook to update your friends on your progress.
- ★ Get your friends to advertise and share on their Facebook pages as well.



On the Day Options

There are a number of options to help with fundraising with Regent Cinemas

- ★ Arrange some door prizes or a raffle. If you would like to opportunity, please enquire on application (subject to session times)
- ★ Take a couple of minutes before the movie to thank your audience for attending and to distribute the door prizes. Make sure you publicly acknowledge the people who helped advertise or sell tickets to the movie or donated a door prize. This will make them more willing to help the next time you ask.
- ★ Food and drinks before or after your fundraiser can be organised. Price and availability upon application



We can cater for all group sizes

Our smallest Cinema is an 18 seater, right up to Cinema One, holding 700 seats, so no matter how big or small your group is we can find a cinema to match.

Fundraising Potential

Based on how many tickets you sell, the cost price from us will reduce, maximizing your profits!

Based on a \$17 ticket selling price

Ticket Sales	Sell	Cost Price per Ticket	You receive from ticket sales	You pay Regent Cinemas	Potential Profit
1 - 50	50 Tickets	\$ 12.50	\$ 850.00	\$ 625.00	\$ 225.00
51 - 99	90 Tickets	\$ 12.00	\$ 1,530.00	\$ 1,080.00	\$ 450.00
100 - 199	180 Tickets	\$ 11.50	\$ 3,060.00	\$ 2,070.00	\$ 990.00
200 - 299	250 Tickets	\$ 10.50	\$ 4,250.00	\$ 2,625.00	\$ 1,625.00
300+	350 Tickets	\$ 10.00	\$ 5,950.00	\$ 3,500.00	\$ 2,450.00

Ticket price is at your discretion, other suggested prices are \$18 per ticket or \$20 per ticket.

Fundraiser Bonus Vouchers

As a reward for your fundraising efforts, we will donate Regent Vouchers back to your group, which can be used as rewards, thank you's or additional fundraising. For example, sell 100 tickets and get 4x Traditional and 2x Showcase Premium Movie vouchers back. *Number of bonus vouchers vary based on ticket sales.

Fundraising Terms & Conditions

1. A Fundraising Application (below) **MUST** be, signed and returned to Regent Cinemas Ballarat, before you can commence distributing or selling tickets to the organised event.
2. Each ticket printed has an **administration fee** of \$0.25 per tickets paid upon pickup of Fundraising Tickets.
3. Administration fee must be paid for and 'signed-out' by the groups contact person or a representative, to establish the group has received the correct tickets. Please check all the details before signing-out the tickets. (i.e. Date, Film, Session Time, Wording on Ticket, etc).
4. The ticket redemption price is determined by the amount of tickets sold, so please make sure you have all remote salespersons return all of their unsold tickets to the groups contact person before the scheduled payment day.

*A penalty may apply if payment and unsold tickets are not returned in the required time.
5. To achieve an accurate figure, **ALL** unsold tickets must be returned to Regent Cinema (along with payment) no later than 4pm the day before your fundraiser, or by Friday 4pm if your fundraiser is being held on the weekend.
6. Regent Cinemas will accept payment (in full) via Cash or Credit Card – surcharge applies, or Business Cheque - we will NOT accept personal cheques. Please Note: We DO NOT invoice groups or schools for payment unless prior arrangement has been made with management
7. Regent Cinemas will NOT sell tickets to the scheduled event on behalf of the group or fundraiser.
8. Regent Cinemas takes NO responsibility for lost tickets, or poor tickets sales. These items are the sole responsibility of the group or fundraiser.
9. Regent Cinemas reserves the right to open sessions for sale to the public after tickets and payment have been reconciled.
10. Fundraisers or group bookings may not have sole use of the film or cinema on their requested date and time. This will be determined on a case by case basis by Regent Cinemas.
11. Regent Cinemas reserves the right to run other promotions relating to the chosen film before, during and after the event.
12. Regent Cinemas makes every effort to have the cinema and session time confirmed. Due to distributor programming demands, which is out of our control, on occasion the cinema or session time may need to be altered.
13. Fundraisers cannot be booked on Saturday's or Public Holidays
14. Fundraisers can be held on Friday and during School Holidays subject to limited availability
15. If you agree to the above requirements please fill out the details of the Fundraising Application and return to our office.

Fundraising Application Form

Fill out and return this form to Regent Cinemas, or fill out online at
www.regentfunctions.com.au/fundraising-application

APPLICANT INFORMATION

Organisation Name:			
Contact Person:			
Phone:		Email:	
Address:			
City:		State:	

WHY FUNDRAISE WITH US....

Hosting your own film fundraiser screening at Regent Cinemas is a fantastic way to bring in money for your group. Regent Cinemas offer a great fundraising program that makes it simply to sell tickets and raise your required funds. Who doesn't like to be entertained, while helping a useful cause at the same time!! We provide you with all the tools to make this a great fundraiser for your group.

CHOOSE YOUR FILM

Film of choice:			
Day of screening:		Date of Screening:	/ /
Preferred time:	:	Sale price per ticket:	\$
Address:			
City:		State:	
No. of tickets required:		Tickets required by:	/ /

How would you like your Fundraising tickets to read: *PLEASE NOTE line can only fit 40 characters including spaces:

[illegible]

Special requests or comments:

CONFIRMATION

I, hereby confirm the information provided to be true and correct and agree to the following:

1. An administration fee of \$0.25c per ticket - \$25 per 100 tickets, payable upon collection of tickets;
2. I have read the fundraising Terms and Conditions and have the authority to sign on behalf of the above named;
3. I understand I am required to return ALL unsold tickets to Regent Cinema (along with payment) no later than 4pm the day before your fundraiser, or by Friday 4pm if your fundraiser is being held on a weekend.

Signature of applicant: _____ Date: _____ / _____ / _____

OFFICE USE ONLY

Date Received: / / Admin Fee: \$ Application Accepted: Yes / No

Entered into functions diary: ☐ Yes / ☐ No



Ticket Sales Tracker

Fundraiser Name:

Film: Date of Screening: / /

Contact: Phone:

Email:

Seller	Sellers Name	Contact Phone / Email	No. Tickets Issued	Ticket Numbers Issued	Unsold Tickets Returned	Full Money Returned
1						\$
2						\$
3						\$
4						\$
5						\$
6						\$
7						\$
8						\$
9						\$
10						\$
11						\$
12						\$
13						\$
14						\$
15						\$