

# FUNDRAISING

Eaglehawk Town Hall  
2 Peg Leg Rd  
Eaglehawk Victoria  
Admin Office: 03 5446 2526  
[www.starcinema.org.au](http://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](http://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

- our Programming Manager will present film options to you as your event date approaches
- 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
- consider contacting local media outlets

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  
YOU  
YOU  
YOU**

- nominate a date
- help choose the movie
- market the event to as many people as possible
- host a successful event raising cash for your cause

**WE  
WE  
WE  
WE**

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

- How far in advance can I book a fundraiser?

As far as you like! Our dates book up quickly so make sure you get in early to avoid disappointment. We will provide a choice of titles 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.

- How much can I make?

If you were to fill all of our seats and offer door prizes, you could make at least \$2,000 in a single event.

FAQs

## 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.' Women of Note Choir

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

'MND fundraisers have always been welcomed at the Star Cinema. They have been very successful nights thanks to the fantastic staff and volunteers, who are great to work with. The place has a very enjoyable atmosphere.' Julie Baird



### Postal Address

P.O. Box 83  
Eaglehawk  
Vic 3556

### Phone Numbers

Administration: 03 5446 2526  
Bookings: 03 5446 2025  
(Mon-Fri 11am - 3pm)

### Programming Manager

Hannah Morton  
[hannah@starcinema.org.au](mailto:hannah@starcinema.org.au)  
Monday – Friday 11am - 5pm

### Business Manager

Martin Myles  
[martin@starcinema.org.au](mailto:martin@starcinema.org.au)  
Monday – Friday 11am - 5pm

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## 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.

### TICKET PRICE

Tickets to all fundraiser events are \$22.

**IMPORTANT: Star Cinema retains \$11 from every ticket sold (see 'Payment' section to the right).**

So, you charge \$22 per ticket: Star Cinema retains \$11 per ticket; you receive \$11 per ticket.

### CANCELLATION

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

### EVENT START TIME

Your event must commence at 7pm on a Thursday evening. Any value-ads must take place prior to the film screening. We ask that welcoming speeches and door-prize giveaways are kept to no longer than 15 minutes.

### 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 (eg Facebook events), 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, tickets will be for sale at [www.starcinema.org.au](http://www.starcinema.org.au).

Tickets can also be purchased at the event (subject to availability).

### SEATING CAPACITY

The seating capacity of the Star Cinema is 181: 87 on 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.

### ACCESS, DOORS AND BAR TIMES

Access to organisers is available from 6pm.

Doors will be opened to the public at 6.30pm.

Our licenced bar will be open until the film commences.

### PLEASE NOTE THE FOLLOWING CONDITIONS OF OUR LICENCE:

**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.

\$200 will be deducted from your share of the box office should your event result in the need for extra cleaning.

### PAYMENT

Star Cinema will retain \$11 from every ticket sold. You will receive notification of the balance 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 \$440 covers Star Cinema's costs.

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

**\$440 OR \$11 per head, whichever is the greater figure.**

- **EXAMPLE 1: If 27 people attend, Star Cinema will retain \$440 and you will receive the balance**
- **EXAMPLE 2: If 93 people attend, Star Cinema will retain \$1023 and you will receive \$1023**
- **EXAMPLE 3: If less than \$440 worth of tickets are sold, the minimum guarantee applies and you will be required to pay the balance to Star Cinema at your event. Cash, credit card, EFTPOS or cheque are accepted.**

**TIP! To reach your break even point you must sell at least 20 tickets.**

**IMPORTANT: 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 DETAILS

MOBILE NO: ..... GROUP OR ORGANISATION NAME: .....

EMAIL: ..... EVENT DATE: .....

ADDRESS: ..... Anticipated number of attendees: .....

..... Film / genre preference: .....

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