

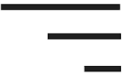


2023

**The
Comedy
Empire**

www.thecomedyempire.com.au

COMEDY FUNDRAISING EVENT PLANNER



2023

KEEP IT SIMPLE!

**"ONLY WHEN YOU KNOW
YOUR DESTINATION, CAN YOU
FIND THE FASTEST & EASIEST
PATH TO THAT DESTINATION".**

-GARY FROM DOWN THE STREET



2023

YOU'VE GOT THIS!

WE'VE ALREADY DONE LOTS OF THE
WORK FOR YOU, SO YOU CAN FOCUS ON
GETTING PEOPLE EXCITED.



START HERE

EVENT PLANNER



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Your answers to the questions in this event planner will help your organisation members to understand what you aim to achieve, and how you're going to achieve it – as quickly and easily as possible.

How much do you want to raise?

What are you going to buy with the funds raised? I.e. Be clear about why you're raising funds. Get specific. People will get more passionate about buying (and selling) tickets to support your cause if they can really visualise.

What components do you expect to include with your comedy fundraising event, to maximise your profits?

- | | |
|---|-----------------|
| • Comedy Show (Ticket Sales) | Yes |
| • Food & Drink Sales | Yes/No/Not Sure |
| • Sponsors (Financial Donation) | Yes/No/Not Sure |
| • Raffle (Product Sponsors) | Yes/No/Not Sure |
| • Online Auction (Product Sponsors) | Yes/No/Not Sure |
| • Affiliate Program (details coming soon) | Yes/No/Not Sure |

VENUES

2023

List the potential venues where you can host your event and check available dates/cost etc. If you're planning on hosting your event at a licenced bar, please let us know. You should never pay for the venue if you're bringing hundreds of guests - we can sometimes get them to **pay you!**

- 1.
- 2.
- 3.
- 4.
- 5.

Key Venue Requirements

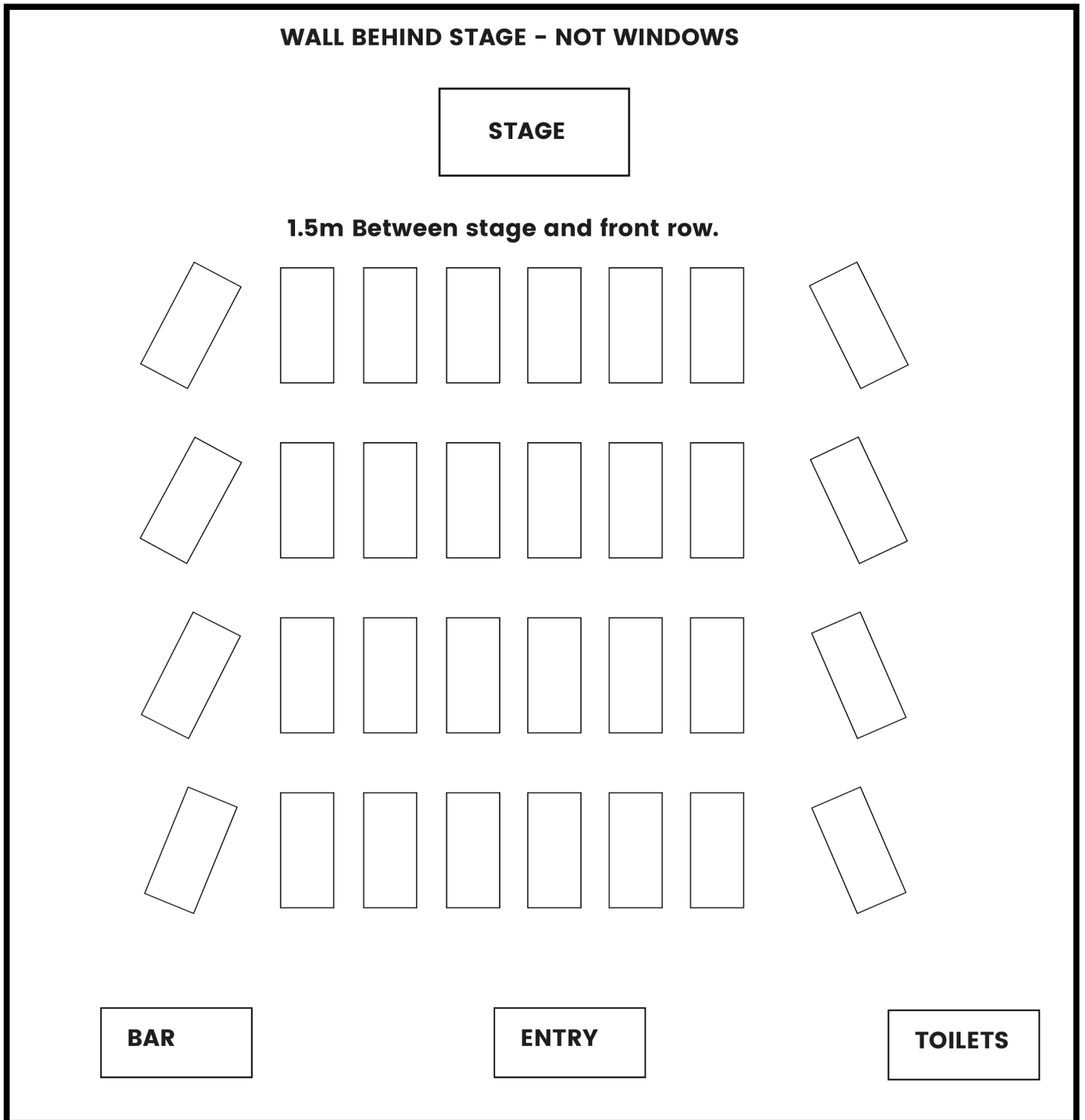
- We recommend a venue with seating for 200+ audience members
- The venue must provide an **unrestricted** view of the stage area. I.e. No polls in the way of seated audience members (essential).
- NO bingo, bands or pokies in the next room (if you can't hear the comedians - it's not very funny at all).
- Rectangle tables are best as round tables are not space efficient and it means people have their back to the stage, or they have to turn around. Not perfect - we like perfect.
- It is best to have toilets and a bar at the opposite end of the stage area.
- See the next page for the perfect venue layout - we can work around some issues, but with 20 years of experience - we know what works best.

Note: We can provide a stage if there is no stage (Approx 1.5m depth x 2.5m width)

VENUE

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BEST VENUE LAYOUT



TEAM EFFORT

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Many hands make light work! We provide you with poster designs, press release templates, sponsorship proposal templates and much more, so it's easy to promote your event. Do you have 3-7 people who will easily manage the below aspects so you can maximise your profits? **Yes/No**

- Raffles (Recommended)
- Putting Up Posters (Recommended)
- Sending Out Emails (Recommended)
- Posting on Facebook (Essential)
- Talking to the Press (Recommended)
- Online Auctions (Optional)
- Sponsorship (Recommended)

Please list the people who have volunteered to manage the above tasks:

- | | |
|---|---|
| 1 | 4 |
| 2 | 5 |
| 3 | 6 |
| | 7 |

Are there any other major events happening in your area on the preferred date of your comedy night fundraiser? I.e. Local sport finals, big games on TV, a popular TV show final, long weekend or similar? **Yes/No**

If so, what are they and could they negatively impact your event?

- 1.
- 2.
- 3.

SPONSORS




2023

List 20 potential local businesses that could benefit from sponsoring your event.
This can generate thousands of dollars in additional funds.

- | | |
|----|----|
| 1 | 11 |
| 2 | 12 |
| 3 | 13 |
| 4 | 14 |
| 5 | 15 |
| 6 | 16 |
| 7 | 17 |
| 8 | 18 |
| 9 | 19 |
| 10 | 20 |

MOMENTUM

EXPLODE TICKET SALES



2023

We've been doing this for a long time. Early ticket sales are the number one indicator of a successful event. Early ticket sales are critical to your event's success. Selling 40 really fast is the key goal.

Use the list on the next page to make a record of members of your organisation who are willing to commit to purchasing their tickets on the first day (as soon as your tickets are made available for purchase).

Then enter the number of people they have talked with, who have 99% committed to buying their tickets within the first 7 days.

Note: This is just so **you** know who you can count on. This is to ensure you know you can sell 40 tickets within the first couple of days, because doing so, gives your event massive momentum before you've even started promoting it publically.

When we talk to you, we'll explain why this is so important, but in short - it creates excitement and scarcity and shows people that tickets are selling fast (within days of going on sale), but there's also a bit more to it than that...

PUBLICITY



2023

Even with a small team, you can gain lots of exposure for your event when you have a solid launch strategy.

We provide you with the comedians, sound, and lighting and we'll set that all up on the night. We also provide a custom web page for your event, with all your event details, and access to online tickets (or physical tickets). Plus we provide you with your poster designs, an html email to send out to your email list and we can set up your Facebook event page and more too, but how you use all of that comes down to the strategy - which we also provide, so you can launch your event explosively and generate massive excitement. Excitement is what sells tickets.

Once you book your show, you'll gain access to our easy-to-use templates to help you gain lots of extra exposure for your event, but without much effort.

EXAMPLE

- **Press Release Templates:** For sending to your local newspaper.
- **Sponsorship Phone Script:** For approaching potential sponsors.
- **Sponsorship Letter/Email:** For sending to potential sponsors.
- **Facebook Tips:** For generating excitement on Facebook.
- **Launch Strategy:** A simple but powerful 'to-do' list, so you can launch your marketing in a sequence that will generate the most excitement, with only a small amount of effort.

ROADMAP



2023

LAUNCH STRATEGY - EXAMPLE


PHASE 1.

- Complete the event planner, choose a preferred date and apply.
- Get approved and gain access to all resources.
- While you're waiting for your event to be created and for tickets to go on sale get prepared.
- Download and edit the sponsorship proposal template.
- Download and edit the press release template.
- Download the Facebook tips and communicate the action plan with your members.
- Gather your email addresses (database) so you're ready to do an email promotion.
- Confirm your list of 40 tickets buyers are still able to attend on your approved event date and confirm they're ready to purchase tickets as soon as they're available.

PHASE 2.

- Prepare your organisation members so they're ready to comment on Facebook as soon as they buy their tickets, and also to respond to other people who have commented about purchasing their tickets - to generate excitement.
- Make a list of where you'll put your posters up and get them printed.
- We will have created your entire event by this stage and tickets will be available online.
- **Sell your first 40+ tickets and post lots of comments on Facebook.**
- Put up your posters and take photos of any businesses that allowed you to put posters up in their shop front (with you both pointing at the posters). Then post those pictures on Facebook. Posting those photos on Facebook can help promote local businesses and can lead to sponsorship - while showing how popular your event is - and generating excitement.
- Encourage your organisation members to comment on the Facebook posts of your posters being put up.
- Send out your sponsorship proposals and show them how popular your Facebook event is and let them know you've already sold XXX number of tickets. As you get each new sponsor onboard, post about it on your Facebook event page.

ROADMAP



2023

NEXT STEPS - NOW

- **Apply:** Once your event planner is completed, you'll have direction and a good idea of what needs to be done to explode your comedy fundraising event. We recommend confirming your preferred date(s) work for your first 40 ticket buyers to ensure they can attend - then log in to your account and apply for that date to host your event (applying for multiple date options is also recommended).
- **Approval:** We'll give you a call to walk through your completed event planner before we approve your event. You're welcome to call us anytime with questions and advice. Approvals usually take 2-5 days - depending on comedians availability.
- **Event Details:** Once your preferred date is approved, you'll be able to log in to your account and access the online booking form. You'll need to provide key contacts for your event, venue name and address, start times etc. At this point, you'll gain access to all our templates and strategy roadmap. This can take time if you need to secure a venue, so we'll work with you on timeframes.
- *no upfront booking fee is required.*
- **It's Go Time:** Once you complete your event booking form, it will take about 7 days for us to build your entire event, lock in the comedians, design posters, complete your event webpage and set up your online tickets etc.

NOTE: We'll work with you on all aspects including timeframes etc - we've been doing this for a long time and we know every client has different needs.

LET'S GO



2023

Once this event planner is completed, you're ready to host an exciting comedy fundraising event. All you need to do is log in to your account and apply for your preferred event date.

Feel free to call us anytime if you have any questions.

Regards,

Nick Johns

THE COMEDY EMPIRE

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YOU'VE GOT THIS

EVENT PLANNER
