

comedy fundraising
BY THE COMEDY EMPIRE



COMEDY FUNDRAISING

SELLING OUT SINCE 2008





WATCH

WHAT IS COMEDY FUNDRAISING

WWW.THECOMEDYEMPIRE.COM.AU



IN WITH THE NEW

LET'S COMPARE THE
OLD WAY & THE NEW
WAY OF RUNNING
COMEDY



THE 'OLD' WAY TO BOOK COMEDY

EXAMPLE: REGULAR STAND-UP COMEDY SHOW

1

VENUE

THE VENUE:

- BOOKS THE SHOW
- PAYS FOR THE SHOW
- PROMOTES THE SHOW
- SELLS THE TICKETS TO THE SHOW

2

VENUE

WITH THE AIM OF:

- PULLING A BIG CROWD
- SELLING MORE MEALS
- ATTRACTING NEW CUSTOMERS
- ATTRACTING MORE PEOPLE TO THE POKIES ETC...
- IMPRESSING CUSTOMERS
- CREATING EXCITEMENT

3

OUTCOME

VENUE:

- DOES ALL THE WORK
- TAKES ALL THE RISK
- MAKES ALL THE 'MONEY'

***THIS SYSTEM WORKS OK,
BUT THERE'S A BETTER WAY.***

THE 'NEW' WAY TO BOOK COMEDY

EXAMPLE: COMEDY FUNDRAISING

1

VENUE

- INSTEAD OF BOOKING & PROMOTING A SHOW, YOUR VENUE PROMOTES COMEDY FUNDRAISING TO HELP LOCALS TO FUNDRAISE!
- HERE'S WHY...>>

2

LOCALS

- LOCALS BOOK THE FUNDRAISING SHOW
- THAT MEANS LOCALS PAY FOR THE SHOW
- AND LOCALS PROMOTE THE SHOW
- PLUS LOCALS SELL THE TICKETS TO THE SHOW **AND THEY DO A VERY GOOD JOB!**

3

OUTCOME

- LOCALS ACT AS A MASSIVE MARKETING TEAM FOR YOUR VENUE
- LOCALS HAVE SKIN IN THE GAME SO THEY WORK REALLY HARD TO SELL TICKETS
- YOUR VENUE DOES LESS WORK & HAS LESS RISK
- **OUR EVENTS WORK!**



VENUE ADVERTISING | CONVERSION RATES

-THE OLD WAY-

**IF ONE PERSON BUYS 2
TICKETS TO YOUR
'STANDARD' SHOW, YOU
NEED 100 SALES
CONVERSIONS - TO FILL A
200 SEAT VENUE.**



VENUE ADVERTISING | CONVERSION RATES

-THE NEW WAY-

WHEN ONE PERSON ENCOURAGES
THEIR LOCAL CLUB TO BOOK A
FUNDRAISING SHOW & THAT CLUB
SELLS ALL THE TICKETS, THAT'S
**'ONE' SALES CONVERSION TO
SELL 200 TICKETS.**



**OUR COMEDY SHOWS
MOST COMMONLY
SELL 120-300 TICKETS**



**OUR BIGGEST
SHOW
WAS 550**



**IN 17 YEARS ONLY 3
SHOWS HAVE SOLD UNDER
120 TICKETS**



BEAT THAT!



FASTEST SALES



300 TICKETS SOLD OUT ON DAY ONE!

8 WEEKS IN ADVANCE!

- WHEATLANDS STATE SCHOOL



**BUT
THAT'S NOT
GOOD ENOUGH!!**

WE WANT MORE



SO WE'VE NOW LAUNCHED OUR AFFILIATE & PARTNER PROGRAM



WE NOW HAVE 20+ AFFILIATES & GROWING

**THEY HELP TO PROMOTE 'COMEDY
FUNDRAISING' & 'TICKET SALES'
- THEY EARN COMMISSION -**





**WE WANT YOUR
VENUE**





Is there a school,
sports club or charity
in your local area that
needs to raise
money?

sssh - the answer is 'yes'!



**WE GUARENTEE 100+
AUDIENCE!**



IF WE **FAIL**
- YOU DON'T PAY -



BECOME A VENUE PARTNER?

**LET US BRING OUR SELL OUT
SHOWS TO YOUR VENUE**



VENUE INVITE

**REGISTER TO BECOME A VENUE SUPPORTER
WE'LL FILL YOUR VENUE - WITH PEOPLE LAUGHING**



CLICK TO VIEW

<https://www.thecomedyempire.com.au/member/joinvenueaffiliateprogram.php?id=261>



EAMPLE PROFILE PAGE

WHEN YOU REGISTER - YOU GET A PROFILE PAGE THAT LOOKS LIKE THIS
THIS IS THE PAGE YOU'LL SHARE WITH YOUR CUSTOMERS



CLICK TO VIEW

<https://www.thecomedyempire.com.au/member/joinvenueaffiliateprogram.php?id=261>



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