



THE SPONSORS GUIDE TO
PROMOTING AND PRESENTING

THE BRUCE PURDY MAGIC SHOW

Sponsor's Guide to Promoting The Bruce Purdy Magic Show

Dear

Congratulations on -and thank you for- scheduling an appearance of The Bruce Purdy Magic Show. We strive to make the experience as easy and stress-free as possible for you, the sponsor.

We will provide most of the materials and tools that you need to successfully promote and present the show, but some effort in properly utilizing them is necessary.

All you really *need* to do is stick up a few posters and send the flyers home with your students. However, **the more you do to promote the show, the more successful your fundraiser will be.**

The most important strategy for promoting your fundraising event is to involve the entire school system as much as possible.

When you make everyone feel a part of the project, it grows from an “upcoming event” into an **event that everyone is talking about for weeks before the performance!**

The following pages are filled with pointers to make promoting and presenting The Bruce Purdy Magic Show easy, fun, and effective.

Thank You,

Bruce Purdy, Magician

P.S. – As an extra thank you, I've also included some ideas for additional projects which can dramatically increase the money you raise... and the profit is 100% yours.

FIRST THINGS FIRST...

Before actually promoting the show, there are a couple of decisions to be made. Let's take a look at each of them, and plan your event.

HOW MUCH SHOULD WE CHARGE?



Setting the ticket price is a delicate balance...

Obviously, the more you charge; the more money you will make – but if you charge too much, not as many people will come.

The right price should be *family friendly* so that everyone can afford to attend the show.

The only restriction is a minimum ticket price of \$5.

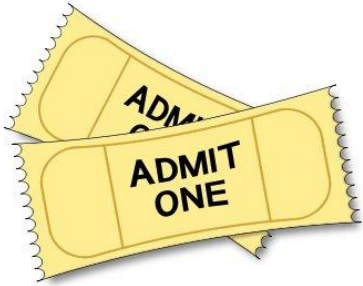
I would suggest selling tickets at a rate between \$5 and \$10 – perhaps matching your local prices for a movie. This is a great bargain for live entertainment, and it's accessible to most everyone.

Also, you may wish to have different prices for adults and children.

It's common to offer a discounted *advanced* sale ticket, with a higher price at the door, as an incentive to buy the tickets early. (Stay tuned for tips on selling advanced tickets!)

The easiest plan is to simply charge \$5 for all seats because it makes record keeping easier, only requires one type of ticket, and is the simplest to make change for. (You won't need a large "bank" of \$1 bills with a \$5 ticket price...)

HOW DO WE SELL THE TICKETS?



The simplest answer is “at the door.”

It is possible to have a successful event doing nothing more than advertising the show and letting people buy tickets when they arrive at the door.

However, many find that they can **increase sales by also selling tickets in advance.**

Here are a few advance ticket sales suggestions that you may wish to consider (depending on and the level to which you and your volunteers wish to get involved):

- ❖ Have your members or volunteer “sales force” each take a group of tickets and sell them to family and friends.
- ❖ Sell tickets at the school office.
- ❖ Set up a “Ticket booth” table outside the cafeteria during lunch, and / or outside sporting events or other gatherings.
- ❖ Find one or more local merchants that will agree to sell tickets for you. Include their name in your advertising, “Get your tickets at Joe’s corner market”. The store will benefit from the increased traffic, whilst you gain an outlet for your ticket sales.
- ❖ If you wish, we can set up “On-Line ticketing.” This allows people to purchase their tickets directly from a website at their convenience, 24 hours a day. This makes sales easy, but the *downside is that customers will have to pay an additional service charge of over dollar for each ticket.*

GETTING THE WORD OUT

OK, so you've decided on the ticket price(s) and you have a plan for selling the tickets.

Now it's time to start getting the word out about the show and building up the audience... and to start selling tickets of course.

Here are several ideas that will help you to promote the show:

FLYERS

- We provide a supply of flyers for advertising the show. This is the easiest and most effective part of the advertising campaign.
- Have teachers hand flyers out to all of the elementary school students to take home with them.
- Post flyers on bulletin boards at supermarkets, Laundromats, or anywhere else you can think of... especially targeted shopping areas where your flyer will be highly visible.

POSTERS

- We also provide you with several posters to promote your show.
- You are probably already thinking of putting the posters up on the walls of your school. Great idea!
- You could also ask local merchants to post a flyer on their store window.

NEWSLETTERS

- Does your school or district have a newsletter? Be sure to use this important resource to inform parents about the show!
- Articles written about the show itself, about the involvement of students in the project, and of course, the project for which you are raising funds will all be of interest to readers!.

SCHOOL ANNOUNCEMENTS & PROJECTS TO TAKE HOME

- Don't forget morning announcements to remind students of the upcoming show, to tell them where to buy tickets, and generally build excitement.
- In the week leading up to the event, try to have a "Magic Theme". One idea is to send home coloring sheets or ask student to draw a picture of their favorite magic trick. This will get the kids... and their parents... even more excited about seeing the Bruce Purdy Magic Show.

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PRESS RELEASES

- We can provide a sample Press Release, if needed. This is a standard tool to inform the media of newsworthy events.
- All you need to do is customize the template with the appropriate information, including a knowledgeable "Contact Person" in case a reporter wants any further information.
- Send copies of the completed Press Release to all the local newspapers, as well as Radio and Television stations.

SOCIAL MEDIA

Social media is a powerful and viral way to market and promote any product, service, or event. If you like, we are able to utilize social media tools to help promote and market your event by creating a Facebook Event page.

RADIO

Although Radio advertising can be rather expensive, there are a couple of ways in which a Non Profit organization can obtain **free advertising**.

Most radio stations broadcast a "Community bulletin board" listing upcoming local events.

All you need do is to inform the station in advance of the show information.

Remember to include the basic information:

- ✓ WHO - Your organization
- ✓ WHAT - The BRUCE PURDY MAGIC SHOW
- ✓ WHY - What are you raising funds for?
- ✓ WHEN - Date & time of the show(s)
- ✓ WHERE - Where is the show to be held?
- ✓ HOW - Where can the listener buy tickets, and the price.



Many radio stations will also have their D.J.'s or "On-Air Personalities" plug the show in exchange for some free tickets that they can give away on the air. This can be especially effective. Again, give them all the pertinent information.

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Before approaching Radio stations, be sure to select stations that will be heard by the right people!

The BRUCE PURDY MAGIC SHOW is designed to be a full family show, but the primary target audience is the Elementary school age kids. Focus on stations that both children and their parents listen to. Don't overlook Public Broadcasting stations because they are often the most community minded stations, and usually are a great help in promoting non-profit events.

BONUS: **“PIGGY BACK” FUNDRAISING TIPS**

If you have a committee or team of volunteers, there are several ways they can dramatically increase the effectiveness of your fundraiser:

PROGRAM (WITH ADS)

You might consider creating a printed program to hand out to the audience members as they arrive. We can provide material about the show, and you can sell advertising space inside as well. The cost of printing the programs is only a small part of the additional income that these ads can generate.

RAFFLE

You might solicit merchandise to be used as prizes for a raffle. Raffle tickets can be sold before the show and during the intermission, and hold the drawing on the stage right before the second act.

CONCESSION STAND

A great add-on is the concession stand in the lobby, the hall outside or in the back of the room. Set up a table and sell snacks before the show and during the intermission.

- ❖ Bottled water and perhaps soda are popular and can be bought by the case at BJ's, Sam's Club, or many other places. You can also buy candy bars by the box, and sell those.
- ❖ Some groups prefer to make it a bake sale, having volunteers make cookies, brownies, cupcakes and the like to sell at your concession stand.
- ❖ If you lack the volunteer base, or prefer not to get involved in running a concession stand, you might invite another group (Like the Band boosters, Sports boosters, Cheerleaders or Drama Club.) to do so. This will help their group raise money as well, and also make your event bigger. The “Partner group” will also become invested in helping promote the show.

IT'S SHOWTIME!

Congratulations! You've gotten the word out; everyone is excited and ready to come watch a fun evening of family entertainment.

It's the day of the performance... now what?!

TICKET TABLE

You will need a couple of people to sell tickets at the door. Of course they should have a good supply of tickets to sell, but don't forget a bank. They will need money with which to make change. Remember that folks will not all come with exact change. If the price is an even \$5 or \$10, then a supply of \$5 bills should be sufficient. If the price is \$6, \$7, \$8 or \$9, however, you will need to have a lot of \$1 bills available for those who pay with a \$10 or \$20 bill.

WILL-CALL TABLE

If you used on-line ticketing, you will have a list of people who have pre-paid. Rather than make these guests wait in line with those who haven't already bought tickets, you will need a "will-call" table for faster check-in.

USHERS / TICKET TAKERS

There should be one or two people at each entrance, to check or tear the tickets on the way in. This may not be needed if all tickets are sold "At the door" (no advance sales) and everyone must pass the ticket table to get in.

If you produced a printed program, these should be handed out at the door.

FINALLY...

SIT BACK, RELAX, AND ENJOY THE SHOW!

If you have any questions, or if we can help you in any way with your Fundraiser, please contact us:

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