

# **The Lloyd James Comedy Hypnosis Show**

## **Fund Raising Guidebook**

Raise the funds that your school needs!

Give your students a fundraising program that is easy, educational and fun!

This fundraising project guide  
Covers the following:

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- Specific examples
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Welcome

So your program is booked and now it is time to begin to ensure the success of your fundraiser. This guide will serve to help you maximize your profits and your event success. If you should have any questions you can call me at: 727-455 49 18. I will be happy to answer your questions and help in every way possible to make your event a success that exceeds all expectations.

So let's begin...

### Full Program Overview

Due to numerous requests we have formulated a special fund raising school program. Not only will your students have the opportunity to appear in a full stage production, they also stand a good chance to net between \$1500-\$5000 with this project. The best thing about our plan is that it doesn't cost you or your students even one dollar to get started!

The show is "no risk" to you! I will produce a show by providing the full show and everything you need such as posters tickets press releases and even a Hypnosis Show sign out front of the venue the day of the show.

Your students will be motivated and excited to be part of this incredible show. Your community will be excited to attend this terrific program. This show is great family entertainment! It's unique and fun.

The show comes complete with sound and props, and will last about an hour and half which can include a 10 minute intermission. (This is a great time for your school to sell concessions and make even more money).

### The Way the Program Works

The way the whole program works is we hold a fundraiser for an evening performance of the Lloyd James, the comedy hypnosis show. I will use my materials and skills to make you money by providing all the above list of materials. (posters, tickets, press release, a center) and the complete show including this fundraising guide that covers how to best promote the program for profitable success! The amount of money your organization makes depends on the amount of tickets sold. Making money has never been easier or more fun!

### Specific Example

Here is a specific example; let's say we decided to sell tickets at \$8.00 each and I provide you with 600 tickets. At the end of this show, you had in the 139 unsold tickets. I will subtract 139 from 600, which would equal 461 tickets. This means you would have sold 461 tickets. Don't lose unsold tickets. At 50% we would multiply 461 by \$8.00 to find out in gross sales in this case it would be \$3688.00, and then you pay me 20% which would leave you with \$2950.40! (Percentage biased on amount of ticket sales. The more tickets you sell the lower my Percent rate.)

Great show, a great student learning experience, and great money, for not risking a single penny!

## Performing / Stage Requirements

The performing areas should be clear of everything but the chairs required for the show, and the table which I will provide. If the program is being presented in a auditorium environment, be sure to have a performance area of approximately 24 feet by 16 feet. This is an appropriate size and we are very flexible as to the performing conditions. We will set everything to benefit your performance and audience. We will also need access to standard power outlets to run our sound system. If your theater permits, we will patch into your house system. If you have a sound/light tech that runs your system and they would like to be involved in the program, we can provide them with cue sheets.

## Pre-Show Success

Get your organization fired up about this terrific show that will be arriving in your town. Spread the word and you will find tickets will sell like crazy. However, your town and neighboring communities must know about the show. If they don't then ticket sales will be flat and your community will miss a wonderful program.

## Pre-Show Parent Letter

You have been provided with a pre-show parent letter. Type this letter on your letterhead and send it to the parents if you feel it would be beneficial. This letter is used very infrequently but is included for completeness.

## Promoting Your Show

You have been supplied with tickets for your event at the price you specified. Consider having each member of your organization responsible for selling a certain amount of tickets. That maybe 10 tickets each or whatever amount is right for your organization.

You may also consider giving away a prize to the person or group that sells the highest numbered tickets. Even something as simple as a pizza dinner can motivate people to do their best. If you like to run a contest for the highest numbered tickets sold by an individual. I will be happy to help you in any way I can. Anything you can think of to motivate your ticket Sellers is Important. Of course, being that this program is very unique and exciting, your seller should already be motivated, but every little incentive helps.

### Presale Tickets (Important)

Make sure you presale your tickets! The more you sell the more you earn. Many will purchase tickets to support you, knowing they will not be able to attend your event due to a conflict of scheduling. Make sure you presale tickets to allow these people a chance to contribute to your organization. This is a family Show. The ticket should be offered to family, friends, acquaintances, etc.

### Sheet Ticket Sales

Another very successful way to sell tickets is to offer them to merchants, places of business, and professionals, such as doctors, lawyers, etc. Offer to sell them a sheet of tickets that they can use, or distribute to their clients or employees or to a charitable organization in your town.

### Sheet Ticket Sales Presentation

The following is an example of a successful ticket presentation:

“Hello my name is \_\_\_\_\_. I’m a student \_\_\_\_\_ school. Our school is presenting the Lloyd James Comedy Hypnosis Show, one of the most popular hypnosis shows in the country. It will be an incredible event that lots of fun, audience participation and all the proceeds will be used to support \_\_\_\_\_ school events. Could you help us by sponsoring a sheet of tickets to the show? Show tickets are just \$48.00 a sheet of eight tickets. And you receive a certificate of appreciation from our school! You can distribute these to your customers, employees or we can donate them in your name to the charitable organization of your choice, so they can attend. Thank you very much and here are your tickets.”

### Multiple Ticket Outlets (important)

Make sure you have your tickets available in multiple locations! Perhaps a drugstore, music store, card shop, etc.. This is very important to your success! At least, Maybe give two tickets to the owner/manager to put up a couple Posters up in the business window. Have at least a couple other ticket outlets. It makes purchasing your ticket it’s more convenient and you will sell more and make more money.

### Posters

You have been provided with no less than 50 posters. Posters should be placed in a high traffic area. A few posters should be located at your school, the rest should be posted at local businesses and clubs. Be sure your students ask permission before posting the posters in places of business. Place a poster in an unobtrusive spot on the inside of their window. When approaching a business to put up a poster, first asked to speak with the manager, then identify yourself and your school. Explain that your school is raising

money with an outstanding family show and as the manager where they would like the poster hung. Put posters everywhere you can think of, they are in great form of advertising that will benefit your show.

### Press Release

You have received a press release. You can easily place these in your local paper. You will not be charged for this by the publication. It is important to retype the press release on your school letterhead inserting pertinent information pertaining to your show. Such as date, time, admission costs and your school's name and phone number for more information. Take this information to the editor of your publication well in advance of your show. Depending on your publication that maybe two weeks for one week prior to the show. You can also make the editor aware that Lloyd James would be happy to do the Interview with them over the phone for more information and perhaps a second follow-up article that can run the same day as a performance. Please be sure to call your local publications and speak to them about your event. This will increase ticket sales, it's easy and free, don't overlook this great opportunity for your school.

### Free Ads

Your school should try to run as many free as is possible. These ad's can be ran in community shoppers and classified advertising papers. Call them and tell them about your event and they will be happy to inform your community about your trip that show. Provide them with your school name, event date, show name, time, admission and your contact phone number for more information. You may also offer them a press release and see if they would like to run that.

### Radio Spots

Public service announcements are provided to groups like yours every day. It would be unfortunate if you were to miss out on this valuable for free advertisement. Take your information along with the press release the local radio station. They will promote your event increase ticket sales and your community's involvement.

### Cable TV

In some areas your show information can be viewed and television on public service announcements. Supply all show information to your station.

### Local TV

If you have a local television station with a talk show or news program, Lloyd would be happy to do television interviews and a demonstration live on the air. If Lloyd's schedule permits.

### Concessions

You should consider concession sales to increase your profit. We could schedule the show with an intermission and you can have a couple of students sell soda pop, pop corn, cracker jacks, etc.. Anything that is easy and simple to prepare. You can get these items for wholesale through your local wholesaler or market.

### Master of ceremonies

If you had a person that you would like to introduce Lloyd James we will provide you with an interjection they can read from the stage.

## Agreement

This will confirm the agreement between Lloyd James and \_\_\_\_\_  
To be known as sponsor hereafter.

For the presentation of: The Lloyd James Comedy Hypnosis Show.

On:

Location:

Showtime at:

Length:

Lloyd James agrees to provide the complete show without cause to sponsor.

Lloyd James agrees to provide tickets, press release, posters and sandwich board sign.

Lloyd James agrees to issue tickets for \$0.00 each. To be the responsibility of the sponsor.

Lloyd James and sponsor agreed to divide the funds according to the fund raising profit chart.

A complete settlement will be made with Lloyd James on the day of the show, no later than 90 minutes following the last show. All unsold tickets will be returned to Lloyd James. Sponsor will verify tickets received with Lloyd James.

Sponsor agrees to furnish without cost of Lloyd James a location for the program known as: \_\_\_\_\_

Venue to provide

1. 20 chairs

Lloyd James can offer to sell hypnosis recordings all of this show.

Sponsor can offer to sell concessions, each retains 100% of the funds generated.

As agreed:

\_\_\_\_\_  
Sponsor

Date: \_\_\_\_\_

Lloyd James  
6177 103<sup>rd</sup> avenue north  
Pinellas Park,

\_\_\_\_\_  
Lloyd James

This agreement is not binding until the signed agreement has been returned.  
Think you, and we look forward to your program.