

The K Faktor's 12 Commandments; Tips & Hints

- 1) Never forget the **4 Pillars** to a successful and profitable show
– Ticket Sales + Auctions + Raffles/Donations + Games on the Day
- 2) Have you picked the **best date**? Not conflicting with other events in town? Maybe piggy back off a major sporting event?...
e.g. have your event on NRL Grand Final day and the show is the prelude to the game; your reunion; start of season or in conjunction with your clubs trophy night.
- 3) **Drivers** – you must have a designated 'driver' of this event.....someone who has the time to chase numbers, suppliers, sponsors etc This individual must be allowed the time to see the event through.
If its worth doing its worth doing! You will also need a dedicated 3-4 others who will follow up, follow up, and follow up!
- 4) **Sponsors** – draw up a list of potential sponsors and big spenders in the community, get them along on the day for free, sit them with the legends. Think – flights, accommodation, food, booze, prizes, auction and raffle items.
- 5) **Ticket Sales** – price. They are there to be entertained and enjoy a good meal, don't get carried away with too many courses or a high priced feed
Know your audience = setting the right ticket price. We've seen from \$40 per head for finger food and a beer upon entry, to \$150 per head for a 3 course meal with all drinks included...what works best for your community?

Ticket Sales Ideas

- Identify local target groups to approach - sporting clubs, banks, car dealers, local member, local businesses, publicans...divide target groups between your event committee.
- Rather than have your committee members sell all the tickets between so few of them, give 20 club members/players 5 tickets each to sell, or offer a discounted rate to sell a table of 8 to 10. This will spread the burden and also ensure the function is advertised by word of mouth more effectively. After all, the fundraiser is there to benefit all members of their club or organisation. Consider having a discounted price for pre sales to encourage people not to leave purchase to the last minute. **Make sure you follow up these ticket sales/payments prior to the event.**
- Auction or sell off premium priced tickets to sit at the head table with the celebrity – If you have more than one speaker you can seat them at separate tables doubling your VIP seating!
- Raffle off tickets at other events in your club/venue in the lead up to the big day. You'll make more than the per ticket price and plug the event at the same time.
- Encourage table purchases for local businesses – If it is paid for with a company cheque it is a donation/deduction!
- If you are a hotel, club or pub, why not donate \$10 per ticket to the local footy club and that should see them buying more tickets or you could even offer the proceeds of 1 or 2 of the auction items to help them raise some funds ensuring you cover your own costs through the ticket and drink sales.
- If you are a sporting club, begin advertising at your games - have signs up in predominant places at all games post event - get some girls/players out on game days selling tickets – buying tickets to support your own club! You could even use the tickets as prizes such as player of the match.
- Have you given tickets to the local 'well to do's'? They are likely to spend money at the auction and therefore help to raise you more than the cost of their ticket. Who's on your Christmas card list? Maybe they get a ticket to the show as their present?

Don't rely on 'at the door' ticket sales! If they say they are coming they should buy their ticket now to avoid missing out

- 6) **Auctions** – ask around for 3-4 items to be donated or request us to bring some on consignment, you don't want to be paying out any more for these.
Send memorabilia photos to all interested parties to attract them to the event.
An auction should have no more than 9 pieces as it then loses its appeal - you'll find the prices bid at large auctions is less per piece (robbing Peter to pay Paul scenario).
NB: Make sure you have credit card facilities available; your bids will be higher if people know they can pay using credit. Think about how you will collect all monies on the day - you don't want to be chasing people after the event.

Getting into the swing of things and want more Tips and Hints? See here for plenty more ideas and an extensive guide to hosting a successful event - <http://www.thekfaktor.com/help-hints-and-how-to-make>

The K Faktor's 12 Commandments; Tips & Hints

- 7) **Raffles/Donations** – anything from club merchandise, vouchers & booze to whitegoods. Talk to all your local businesses, you'd be surprised what they will offer if they know their business will get a plug in front of 120+ locals and a couple of legends. The more prizes you have to give away on the day the better.
 - The door prize - Selling raffle tickets to people as they walk in - our advice, get in early before they get lost in the crowd.
- 8) **Games** – Table Bingo + Karma Kegs + Spot the Ball – “If you fail to prepare, then you're preparing to fail.”
 - **Karma Kegs** –Get your local beer rep to donate a keg or your club sponsor to donate a few cartons for your fundraiser - Before & after the event patrons purchase their drink for whatever they think is a fair price with full proceeds donated back to the club/charity. **Signage & announcements from the emcee for this is very important** - take the time to make up a poster for this - you will be surprised how many people, when put on the spot, will pull out the big notes to look generous, especially at the end of the event!
 - Play **Table Bingo**, a bit of fun and great way to raise a quick \$500 - \$1000 (we'll run this for you on the day)
- 9) **Advertising Ideas**
 - Put together a sales video about your event to send to all your club members and see if it goes viral...Example here - <http://vimeo.com/47085191> - every club has an IT YouTube clever kid!
 - Advertise internally at the venue – welcome signs, toilets, bar, notice board.....place the event posters in prime locations such as above the men's urinal, ladies washroom mirror, on and around the bar. If you are a sporting club, advertise at all of your games. **Always imply a sense of urgency – limited tickets available, get yours now before you miss out!**
 - Flyers in the local area - bus stops, results boards and shopping centre notice boards.
Direct mail your members - email & SMS Database - **send out regular updates in the lead up to the event to remind your members to purchase tickets before the event.**
 - Utilise Facebook & Twitter. These are great (free) tools to get the word out – put a detailed (Poster) description of event – Speakers, ticket prices & inclusions, starting time etc.
Make sure to post regular updates - ask your followers to “Share” the link.
 - Talk with the media and get them on side. You may give a ticket(s) to your local radio station for a give-away in lieu of air time. A double pass is enough so the winner can bring a mate.
 - Send out a press release (use the Bios we supply) to your local papers & radio stations as soon as you have date and talent confirmed – Tip: offer some tickets to the presenters/reporters to come along to the event as a guest or for them to use as give-aways in conjunction with any advertising they assist you with – this will ensure you get good coverage (at little or no cost) and will be great for your clubs profile.
 - Utilise Radio and local paper interviews with the speaker/s prior to the event ...most of our celebrities will be available for radio interviews to help with promotion for your event - this ensures maximum exposure for minimum outlay - radio stations love interviewing celebs and will do it for free, plugging your event at the same time. Best to do these at least 2 weeks prior to the event. Follow it up! Media are notorious for leaving leads until the last minute which - will be too late to help you - hound the station/paper until you know the interview is locked in.
- 10) **On the Day** – \$4000+ profit awaits! Don't drop the ball on the day - this is what you have been working towards! Make sure you have your helpers organised & jobs assigned....this is very important as it is how you are making your money. Test all the PA equipment thoroughly **prior to the event**...a good PA = a good performance = a very happy crowd = more money for you. 2 Sporting Icons, a professional MC/Comic, a room full of supporters – a great way to rally your club and community.
- 11) **Plan Ahead** – make sure you have an up to date contact database of all in the room on the day. If there are 120 today, then you should be aiming for 150 at your next event. Start promoting the next event at the end of this one. Butter up your sponsors, big spenders etc so they support you next time. Get your auction/raffle girls to go around throughout the event with a list to make sure you have everyone's name, phone and email – they are your next events attendees!
- 12) **Thank you** – Committee, Sponsors, Auction buyers, VIPs - make sure you publicly thank them all so the approach can be made for your next fundraising event

Getting into the swing of things and want more Tips and Hints? See here for plenty more ideas and an extensive guide to hosting a successful event - <http://www.thekfaktor.com/help-hints-and-how-to-make>