

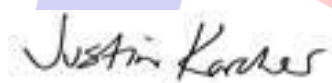
# Congratulations!

*You've taken the first and most important step towards hosting a profitable and memorable event. Kudos to you!*

*Use this PDF as The Event and Sponsorship Gospel and it certainly will be your 'Folder of Fortune' when it comes to any fundraising event you decide to host, now or into the future. Let alone a handy guide to approaching sponsors.*

*If you follow our 12 Commandments and study the excel spreadsheet profit guide you are guaranteed to make a profit!*

*To happy days ahead,*



*Justin Karcher (AKA JK or The K Faktor)*

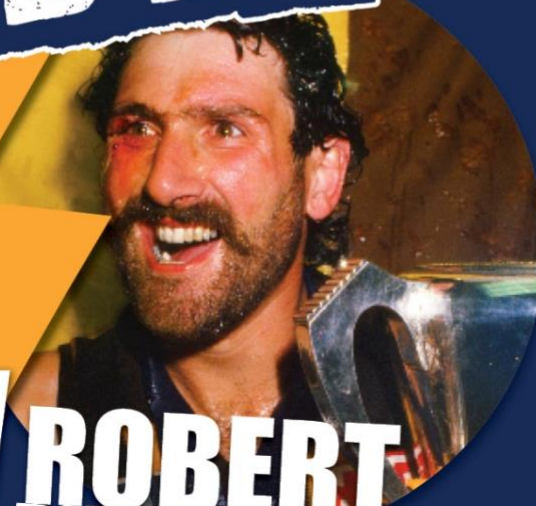
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# BATTLE OF THE CODES



**BRYAN  
FLETCHER**



**ROBERT  
DIPIERDOMENICO**

**BROADBEACH ROBINA JUNIOR CRICKET CLUB PRESENTS...**

*'Battle of the Codes' Bryan Fletcher V Robert DiPierdomenico*



**HOSTED BY JK AND MIKE WHITNEY**

**WHEN: 12NOON FRIDAY MARCH 1ST 2019**

**WHERE:** BROADBEACH ROBINA CRICKET/FOOTBALL CLUB  
Dunlop Court, Mermaid Waters (behind Merrimac State High)

**DRESS CODE: SMART CASUAL**

**TICKETS: \$65 PER HEAD** for lunch, show and 3-hour drinks package!  
**\$600 FOR A TABLE OF 10, \$900 FOR A TABLE OF 9** with a legend (3 available)

**ENQUIRIES TO JUSTIN KARCHER 0410 248 587**

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**K FACTOR**  
Speakers & Events

[www.thekfaktor.com](http://www.thekfaktor.com)

# Event Homework and Information

## Show Poster - See Fletch and Dipper example previous page

An e-poster is provided as part of The K Faktor's service. Please provide the following details to Justin so our graphic designer (Carla) can produce this for you.

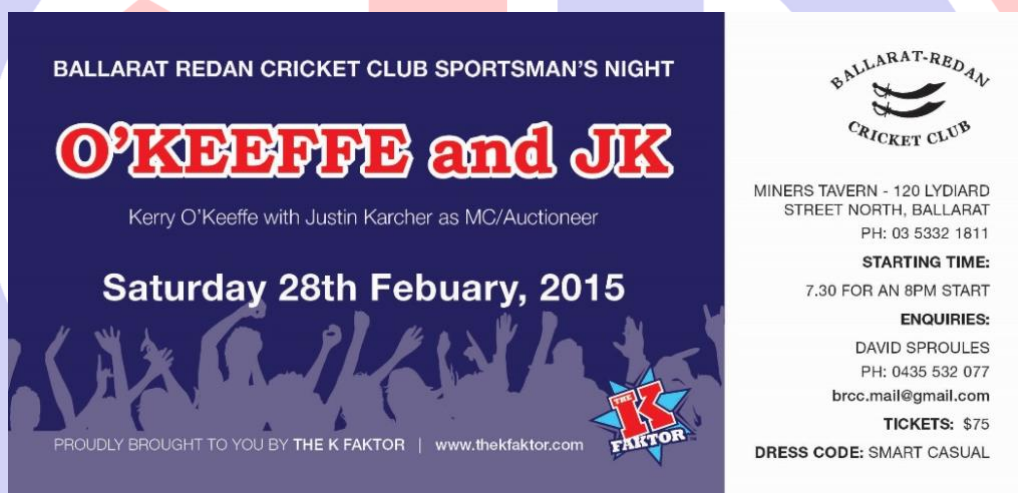
- When - doors open for start time, and date
- Where - location of event along with address and contact number at the venue
- Tickets - price and inclusions
- Enquiries - details of those selling tickets
- Logos you wish to place on the flyer and hosts full and correct name
- Accommodation - if this is being provided please advise so Justin may notify the talent

## Event Tickets - see example below

If you need tickets made up for your event our graphic designer Carla would be happy to assist.

The cost is \$75.00 - High res club logo/s and event details will be required.

\*If you would like something outside the template example please advise Carla on commencement of the job so a revised quotation can be provided.



## Microphones

**You have paid good money to have a speaker come to your event.... don't be let down by poor audio**

1 speaker - 1 Roving or long chorded microphone required

2 speakers - 2 Roving or long chorded microphones required

The gents are very particular about having equipment that works properly.

If they feel the equipment is not adequate to support their show then you risk having a less than satisfactory performance and this will hurt your fundraising capabilities on the day.

**ALL EQUIPMENT MUST be tested PRIOR to the event to ensure all microphones work simultaneously, without interference from each other.**

Test by counting to 20 on all microphones (2-3 people) at the same time.

Will all be heard by audience clearly /without feedback or cut outs?

## **TV/AV: For DVD Footage**

Some of our speakers have an Intro video (it is a burnt DVD)

If your speaker does, a large screen TV with DVD player or projector & laptop is required for this.  
**Please ensure audio is sufficient enough for the entire audience to hear clearly.**

## **Stage Requirements**

Big/high stages are not ideal, but a small or low stage is better - just as long as the gents can be seen by all in the room - this gives the audience the feeling of being 'closer to the action'.

If you have a dance floor in front of your stage, please set tables on the dance floor to ensure there is not a large gap left between the stage and the front tables

Tall stools and a bar table maybe required on stage. We will advise. A lectern may also be required.

## **Meals & Drinks**

Speaker(s) Meal and Drinks be provided for the duration of your event

### **Suggested show format for 2 speaker show - guide only**

- Welcome and thanks by Host. Host to intro MC (Justin Karcher) (2-3 mins)
- MC to advise audience of shows itinerary, table bingo and entertain (10min)
- Lunch /Dinner served and cleared (40-60 mins)
- Speaker(s) - auction 1-2 items (30-60 mins)
- Break (5 mins)
- Speaker(s) Q&A with MC + audience Q&A + auction remaining items (30-45 mins)
- Raffles, Close and announcements (5min)
- Meet and Greet with the speaker(s)

### **Auction Items (prepackaged events)**

Auction Items will be confirmed closer to the day - there will be 2-3 (including your donated piece) and all auction items have reasonably set reserves (all proceeds to you for the donated piece) - everything over the reserve goes back to your club/charity. Please also see Auction Girl / Assistant(s) page.

### **Auction Items - (single speakers) - available upon request**

Your speaker may bring along 1 piece of his personal memorabilia - these do really well at auction, particularly with the speaker in the room! The speakers memorabilia item will have a reasonably set reserve with full proceeds over reserve donated back to your club/charity.

If sold, please collect the full amount from the winning bidder and organise to give your speaker his reserve portion with his appearance fee - Many Thanks.

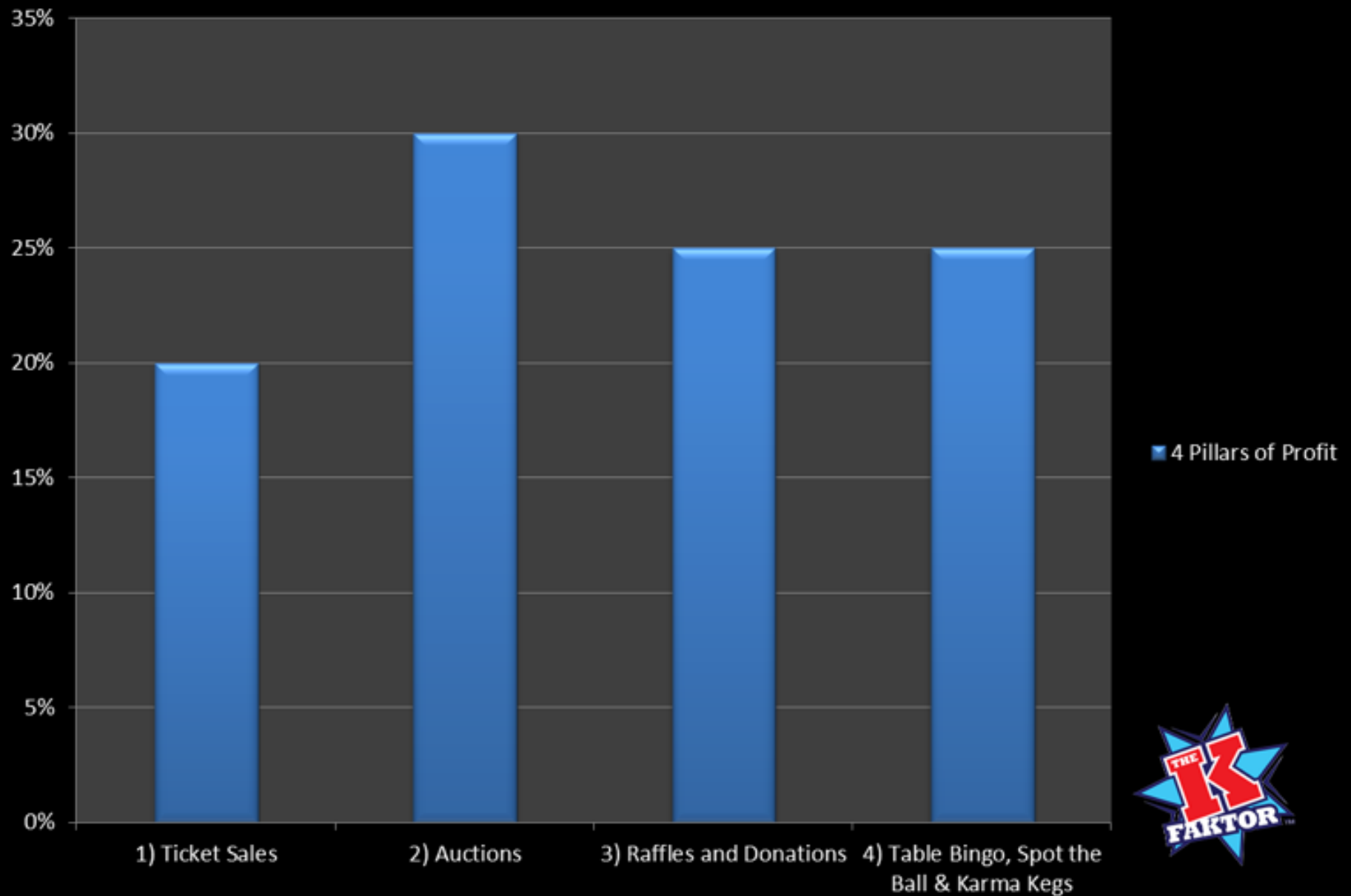
## **Radio & Press - Ideal timing is 2 weeks prior to event to maximize ticket sales**

**Not all our speakers are available for media opps**, your speaker may be able to assist with a short pre-recorded or live interview (over the phone) to help with the promotion of your event. Please contact your local radio station/paper and pass on Justin's mobile number for them to contact him - he will then organise the interview time on your behalf.

**Please ensure the station or paper has all of the details for your event - ticket prices, starting time etc**



## The K Faktor \$4000 Net Profit Show



# 4 Pillars of a Successful Show

## Fundraising Pillars

1) Ticket Sales	20%
2) Auctions	30%
3) Raffles and Donations	25%
4) Table Bingo, Spot the Ball & Karma Kegs	25%

100% based upon 500+ sporting club pre-packaged fundraising shows....

## P and L - excl GST

Ticket sales	\$7,080	120 paying patrons
donations	\$250	\$59 ticket includes meal and show, maybe a free beer etc if you get sponsors...cash bar is safest
Auctions - net from TKF + donated pce	\$800	over and above on raffles etc
Auctions - your net	\$2,000	our donated piece plus over our reserves
Raffles	\$1,200	most items should be donated by the members of the club. Make sure you have 4-5 items
Table Bingo	\$600	120 in the room at \$10 per head - conservative..1 for \$5, 3 for \$10, 8 for \$20. Presell at other gatherings...
Karma Keg + Spot the Ball	\$500	120 in the room and we'll get this at least, most likely double...
income	\$12,430	a great concept from the Richmond Club Hotel we are pitching in pubs and clubs across the world
Food - think about finger food for only \$10 pp	\$3,000	\$25 per head, 1or 2 courses max, there for the entertainment not food...how is your food cost centre operated?
Talent/Show	\$4,870	The draw card/hitch ...figure quoted is on the high end and includes travel and accom
Tickets	\$0	online programs are free and the tickets are numbered so you can draw a donated door prize if you wish
Free seats to sponsors and well-to-dos	\$250	10 people at \$25 per head (your food cost only)
Social Media	\$0	use social media to its advantage - zero cost advertising
Club database	\$0	use this database for email alerts, flyers around the venue - see 12 Commandments for lots of tips
Venue hire	\$0	you should never have to pay this if you are bringing 120+ people to a venue that is not yours. Ask us how
PA and mic's	\$0	find a member of your club who plays in a band and ask them to donate this equipment
Raffle/Auction girls	\$75	3 club members wives/partners come for free if they help on the day - cost = food only
Sundry expenses	\$200	who knows!
expenses	\$8,395	

## Guaranteed profit

\$4,035

- .+ all tickets over 120 patrons
- .+ Drink, Pokies and TAB sales to come if your own venue....
- .+ Club merchandise sales

# The K Faktor's 12 Commandments: Tips and Hints too!

- 1) The **4 Revenue Pillars** to a successful/profitable show: Ticket Sales | Auctions | Raffles/Donations | Games
- 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 person 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, 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 & a beer upon entry to \$150 per head for a 3-course meal with 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 a 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 by local businesses. If it's paid for with a co. 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.
- Get your **Top 10 players/officials/management/sponsors** together in a separate room and **we'll get our lads to roll up 30mins early to spend some quality time with them.** It might be just to grab a beer and tell some stories or motivate them for a project or season on the horizon - **Please advise Justin in advance if you wish to take this opportunity.**
- 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 and 'to thank' list? Maybe they get a ticket to the show as their gift?

**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. We cannot stress this enough!**

- 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 item photos to all interested parties to attract them to the event.

An auction should have no more than 7 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; bids will be higher if people know they can pay by card. Think about how you will collect all monies on the day - don't be chasing people post event.

- 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** - Sell raffle tickets to people as they walk in. 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 a great way to raise a quick \$500 - \$1000 (instructions in this PDF)
- 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 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 - ltd tickets available etc.**
  - 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, presales are vital.**
  - Utilise Facebook, Instagram & 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. Post regularly.
  - Talk with the media and get them on side. You may give tickets 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 speake(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.
- 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



# Fundraising Ideas For Your Event

- **Karma Kegs** - explanation next page
  - **Table Bingo** - explanation on following pages
  - **Funny and Famous Quotes** - example on following pages
  - **Auctions** - see auction sheet blank on following pages
  - **Auction Girl /Assistant(s) Duties** - explanation on following pages
- 

# Karma Kegs / Cartons

A FANTASTIC  
WAY TO RAISE  
EXTRA \$\$ FOR  
YOUR CLUB/  
CHARITY



## HOW IT WORKS: RAISE \$500+

Ask your local beer rep to donate a keg/cartons for the event, then rally your patrons to pay/donate what they think is fair for a schooner/bottle – full proceeds to your club. A bloke we know paid \$500 for a schooner because he loved his club so much!

**Hint** - signage and announcements from the MC are very important to make this work – you'll be surprised how much people will pay when put on the spot or after a couple of jars!

**PLEASE ADVISE BELINDA IF YOU'D LIKE THE ePOSTER WE'VE PREPARED**

**Tip:** Ask the Legend to buy the first Karma Keg Drink and get your Emcee to draw attention to this. Boonie recently kicked off with a \$50 VB pot!



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# Fantastic Ways to Raise Extra \$\$ at Your Event

## Karma Kegs / Cartons

Raise \$500+ - get your local beer rep to donate a keg/some cartons for the night, get your patrons to pay/donate what they think is fair for a schooner as a donation back to your club. You'd be surprised what they chip in! A bloke we know paid \$500 for a pot because he loved his club so much!

**Hint** - Signage & announcements from the emcee for this is very important - take the time to make up a poster for this - you will be surprised when put on the spot how many people will pull out the big notes to look generous especially at the end of the night!

## Table Bingo

Place a numbered envelope on each table with the number corresponding to the table number. Produce a set of cards, balls or paddle pop sticks that are also numbered to match the number on each table's envelope.

Have your Emcee announce that each table must place \$100 collectively in the envelope (based upon tables of 8-10 people) to create a pool.

Let's say there is 15 tables of 10, you'll collect up to \$1500.

Announce that half of this money goes straight to the club/charity (good on everyone for helping out) and the other half will be won by one lucky table. Better odds than the horses!

Throughout your event have the Emcee eliminate table numbers via a drawing system until you have only 3 tables left in the running for the prize (in this case it would be \$750). Have the last 3 tables stand to create some atmosphere and draw 2 tables.

The table left is the winner of the \$750.

**How to get the full 100% kitty** - finalise the draw right before you begin the auctions and raffles as we have noticed that in 99% of occasions the triumphant table spends or donates back the winnings (in this case the \$750). This means the club/charity ends up collecting the full \$1500. When you finalise the winner, make the announcement *'Would someone from the winning table like to come up, in front of all their peers!, and collect the winnings? Or, would they like to be seen as great supporters of the club and donate the winnings back?'*

**NOTE:** Peer group pressure ensures this works. At over 800 events as MC I have only ever watched 5 tables take the money, but I picked on them during the auction (to spend it) so in the end 100% of the full kitty went back to the club. *Cheers, Justin Karcher*



# Fantastic Ways to Raise Extra \$\$ at Your Event

## Spot the Ball

Print off the Sir Viv poster on the next page, to A1 size.

The ball from the image has been removed.

**Have your Emcee announce** that for \$5 a guess your patrons can place a sticker (with their name on it) where they think the ball is.

At the end of the event it will be revealed where the ball actually is and the person closest to the spot receives half the kitty raised with the other half going to the club/charity.

The ball can be wherever you want it to be, but is actually over Viv's inner left pad that covers the side of his boot.

*Circular red stickers that resemble a cricket ball are best used for this game.*

**Hint** - don't be shy to put some peer group pressure on the winner to donate the proceeds back to your club/charity!

## Kerry's Quotes - 'he said what?'

For \$5 a guess your patrons can place a sticker (with their name and two words on it) near the quote they are attempting to complete.

At the end of the event your MC will reveal the two words missing in each quote. The correct entry/entries receive half the kitty raised. The other half goes to the club/charity.

Answers: Homer Simpson / Double Scotch / Elton John

**Hint** - don't be shy to put some peer group pressure on the winner to donate the proceeds back to your club/charity!

## SPOT THE BALL



## KERRY'S QUOTES - "he said what???"





# SPOT THE BALL



SIR VIVIAN RICHARDS

## Auction Assistant(s)

Please organise an Auction Girl /Assistant(s) to help on the day with the duties below...

- Advise people of **Karma Kegs** / collect money - ensure there is also signage for this
- **Spot the Ball** - Assist in getting entrants / collecting money
- Sell your **raffle** tickets on the night
- Place table bingo envelopes in the centre of each table. Collect **Table Bingo** envelopes and reconcile - handing Emcee empty envelopes in an ice bucket to use for the draw, and an envelope with the winners cash, noting how much was raised in total
- Display / walk around the room with **auction** items
- Take **auction** sheet to highest bidder and have filled out/or processed on the spot
- Process all memorabilia at the show - ensure the club receives the funds from the donated piece and a cheque for the total over reserves on the boys items

# AUCTION SHEET

Lot Number : \_\_\_\_\_  
Item Description : \_\_\_\_\_  
Price Paid : \_\_\_\_\_

Purchasers Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Payment Options:      Visa      MasterCard      Bankcard  
                                  Cheque      Cash                      Credit Card

Credit Card Number: \_\_\_\_\_

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

Authorisation Number: \_\_\_\_\_  
(3 Digit number on back)

Signature: \_\_\_\_\_

# Strike While The Iron Is Hot!

*Whilst you are hosting a successful and profitable event think about the fact you have all those happy people in one room. What better time to announce your next event than at this one? You'll make presales on the spot and get table guarantees too.*

*Why not place table toppers around the room announcing your next event and the speakers? Gives your patrons plenty of time to convince themselves they need to have another great time like they have had today!*

*Here at The K Faktor we love to be of assistance, but at this point we are going to tell you what to do. Go and enjoy a nice big piece of chocolate cake or a lovely glass of wine, or both! You've deserved it!*

*To happy days ahead,*

*Justin Karcher*

**The K Faktor**

**Justin Karcher - 0410 248 587**



# Your fool proof checklist - follow this, and you'll always be successful

## 2-3 months from Event Day

- ☐ Form an event committee for this project alone, no distractions!
- ☐ Decide on a date and time that does not clash with any other local events
- ☐ Date - what about piggybacking off a major sporting event and combining it with your fundraiser?  
E.G - have your event on NRL Grand Final day and the show is the prelude to the game! Your reunion?
- ☐ Date - what about piggybacking off other major events such as Australia Day, ANZAC day, Father Day?
- ☐ Decide on a format - lunch, dinner or finger food with show
- ☐ Secure a venue that can hold 100 or more patrons - what's your best and worst case scenario?
- ☐ Book your speaker(s)/entertainer - they are busy so book early to ensure you get your first choice
- ☐ Look into pre-packaged shows, these take the worry out of providing a great event or booking 2 speakers/entertainers who haven't worked together before
- ☐ Identify local target groups to approach - sporting clubs, banks, car dealers, publicans.....
- ☐ Divide target groups between event committee
- ☐ Draw up a list of potential sponsors for the day - flights, accom, food, booze, prizes, auction and raffle items, venue
- ☐ Design all marketing and advertising material

## 6 weeks from Event Day

- ☐ Finalise menu (keep it simple to save money)
- ☐ Source memorabilia for auction and advertise on all flyers etc
- ☐ What will be your door prize?
- ☐ Design tickets - can you get a sponsor to pay for these if they place their logo on the ticket?
- ☐ Print tickets - ensure you have a lucrative door prize mentioned
- ☐ Can you advertise on your tickets that you will accept cheque, cash and card on the day?
- ☐ Begin advertising - flyers, notice boards, clubs, direct mail, email, newspaper, social media
- ☐ Advertise internally at your venue - welcome signs, toilets, bar, notice board, PA addresses
- ☐ If you book through The K Faktor we can help with media templates
- ☐ Have the speaker(s)/entertainer(s) flights and accommodation been booked and forwarded to the Speakers Bureau?

## 5 Weeks from Event Day

- ☐ If you are a sporting club, begin advertising at your games
- ☐ Raffle off tickets to the event
- ☐ Auction or sell off premium priced tickets to sit at the head table with celebrities
- ☐ Do you have a competent MC and auctioneer?

- ☐ Use the tickets as prizes such as player of the match
- ☐ Just because you have a famous person coming to speak to your group doesn't mean people know or are willing to buy tickets to come and see them - sell sell sell!
- ☐ The most common thing I hear when a venue has a small turn out is - "It wasn't advertised"
- ☐ 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. 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!

#### 4 Weeks from Event Day

- ☐ If you are a sporting club, advertise at your games
- ☐ Raffle off tickets to the event - you will likely make a higher return per ticket than its original price
- ☐ Auction or sell off premium priced tickets to sit at the head table with celebrities
- ☐ Give away a few free tickets to prominent business people in your area - they may come in handy during the auction!
- ☐ Use the tickets as prizes such as player of the match
- ☐ **DON'T RELY ON AT THE DOOR TICKET SALES, IF THEY SAY THEY ARE COMING THEN THEY SHOULD BUY THEIR TICKET NOW TO AVOID MISSING OUT.** This frees up more money for them to spend at your event from 2 pay packets!

#### 3 Weeks from Event Day

- ☐ Check ticket sales. Are they healthy? If not, do you need to distribute more flyers
- ☐ Ticket sales - ask the players/members in your club to take 5 tickets each and sell them, after all this show benefits them!
- ☐ Offer a person a free ticket to put together a table of 8 to 10
- ☐ **DON'T RELY ON AT THE DOOR TICKET SALES, IF THEY SAY THEY ARE COMING THEN THEY SHOULD BUY THEIR TICKET NOW TO AVOID MISSING OUT**
- ☐ Complete and return talent confirmation email to The K Faktor

#### 2 Weeks from Event Day

- ☐ Finalise decorations or theme for the event venue
- ☐ Allocate event day tasks to the committee - door sales and ticket collection, raffle ticket sales, bar work, food service, all IT requirements such as mic's, PA, video projectors with audio and picture screens, auction spotters, displayers and bid collectors
- ☐ Call Speakers Bureau and arrange a time and day for radio interview
- ☐ Call Speakers Bureau to advise exact location and discuss all audio and video requirements
- ☐ How are you going to collect money from raffle and entry ticket buyers? How about the successful bidders in the auction? Can you process bank cards/visas through the venues EFTPOS machines? Do you need to bring your own portable terminal?
- ☐ During the event can you run a loop presentation through a projector of all the sponsors logos

## 1 Week from Event Day

- ☐ Radio advertising
- ☐ Celebrity radio interviews - at The K Faktor we facilitate interviews with the speakers/entertainers or MC to ensure your audience gets a taste of what's to come! (TBC)
- ☐ If you have a guest MC - who is going to introduce them?
- ☐ Finalise seating arrangements - VIP tables? Head table for premium ticket holders? Theatre set up?
- ☐ Tickets - sell sell sell!
- ☐ Finalise run sheet/itinerary for event - does the venue have another function after yours which dictates your finish time?
- ☐ If this event is selling well, think about advertising your next function at this one
- ☐ Design and print table toppers/menus etc

## Event Day

- ☐ Is the venue set for the correct amount of patrons?
- ☐ Audio and video equipment tested and working
- ☐ Cordless mic's - spare batteries? These mic's always play up. Do they work in unison?
- ☐ Who's picking up the speaker(s) at the airport?
- ☐ Auction and raffle prizes displayed in prominent positions
- ☐ Last minute ticket sales and entry gate/table in place
- ☐ Run sheet/itinerary all finalized?
- ☐ Do you have your next event advertised at all tables? You could begin selling it now!
- ☐ Make sure the door prize is displayed at the entry to the auditorium
- ☐ Who is collecting the bids and processing the payments during the auction. This is a very important job! Make sure these are finalised on the day. 'Strike while the iron is hot!' THIS IS THE WHOLE REASON YOU HAVE WORKED SO HARD THE PAST 3 MONTHS - TO RAISE FUNDS FOR YOUR CLUB!
- ☐ Who's dropping the speaker(s) back to the airport/hotel? Will they be sober?!
- ☐ Thank your committee, sponsors, club members, speakers and guests - publicly!

Now if all above seems to be a headache, then booking through The K Faktor will be your aspirin. We'll take you through the process to assist in hosting a successful event, so consider us a member of your committee and pick our brains for ideas. We've over 1800 events experience.

[www.thekfaktor.com](http://www.thekfaktor.com)

# How much can you make?

## Function template Profit and Loss

Ticket sales	85	100	150	200	250
Income	Break even				
Tickets - meal and show = \$50	\$4,250	\$5,000	\$7,500	\$10,000	\$12,500
Raffle	\$500	\$500	\$750	\$1,000	\$1,250
Memorabilia pieces - clubs pieces	\$1,300	\$2,000	\$3,000	\$4,000	\$5,000
Over and above reserves on speaker(s) pieces	\$800	\$1,000	\$1,500	\$2,000	\$3,000
Table Bingo	\$300	\$500	\$750	\$1,000	\$1,250
<b>Total income</b>	<b>\$7,150</b>	<b>\$9,000</b>	<b>\$13,500</b>	<b>\$18,000</b>	<b>\$23,000</b>
Expenses					
Printing of tickets	\$85	\$100	\$100	\$140	\$180
Meal - @ \$20 per head cost	\$1,700	\$2,000	\$3,000	\$4,000	\$5,000
Venue hire	\$300	\$500	\$500	\$1,000	\$1,000
MC/Auctioneer	\$500	\$500	\$500	\$500	\$500
Speaker/Entertainment (net approx)	\$2,000	\$2,500	\$2,500	\$3,000	\$3,000
Airfares for speaker(s) - if req'd	\$500	\$500	\$500	\$500	\$500
Accommodation for speaker(s) - if req'd	\$200	\$200	\$200	\$200	\$200
Flyers, posters etc	\$100	\$100	\$100	\$100	\$100
Advertising - radio and print	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
PA Hire	\$150	\$150	\$150	\$150	\$150
Memorabilia expenses - framing	\$200	\$200	\$200	\$200	\$200
Memorabilia expenses - pieces	\$300	\$300	\$300	\$300	\$300
Sundry expenses	\$100	\$200	\$200	\$200	\$200
<b>Total Expenses</b>	<b>\$7,135</b>	<b>\$8,250</b>	<b>\$9,250</b>	<b>\$11,290</b>	<b>\$12,330</b>
<b>Net Profit (with drink sales yet to come!)</b>	<b>\$15</b>	<b>\$750</b>	<b>\$4,250</b>	<b>\$6,710</b>	<b>\$10,670</b>
<i>Add backs - these are expenses most clubs can find sponsors to cover</i>					
Venue Hire	\$300	\$500	\$500	\$1,000	\$1,000
Printing of tickets	\$85	\$100	\$100	\$140	\$180
MC/Auctioneer	\$500	\$500	\$500	\$500	\$500
Airfares	\$500	\$500	\$500	\$500	\$500
Accommodation	\$200	\$200	\$200	\$200	\$200
Advertising	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Memorabilia expenses - pieces	\$300	\$300	\$300	\$300	\$300
PA Hire	\$150	\$150	\$150	\$150	\$150
<b>Total add backs</b>	<b>\$3,035</b>	<b>\$3,250</b>	<b>\$3,250</b>	<b>\$3,790</b>	<b>\$3,830</b>
<b>Overall Net Profit (before drink sales)</b>	<b>\$3,050</b>	<b>\$4,000</b>	<b>\$7,500</b>	<b>\$10,500</b>	<b>\$14,500</b>



# **The 7 biggest mistakes people make when hiring speakers and hosting fundraising events (and how to avoid them)**

## **1. Overpaying a celebrity**

It's hard to know what a fair price for a celebrity speaker is. Some only charge \$1000 to \$1500, whereas others charge up to and beyond \$10,000. All too often, in this industry, pubs and clubs go through unconventional means to find their speakers, and as such run the risk of possibly paying thousands more than they should. The purpose of these events is to raise money. But it's not how much money you take in, it's how much you keep. By working with a speaker's bureau, you will find that you can save on this costly mistake. It doesn't take much, after all, if you have profited \$4000, but overpaid by \$1000, that's a 20% loss of potential earnings on this fundraiser.

Due to the relationships that The K Faktor has developed with their stable of celebrities, you'll not only avoid this mistake, you will likely save on the market rate.

## **2. Hiring a celebrity that's not an entertainer**

To be successful, the attendees need to feel like they've received real value for money at your event. Fundraising nights like this can be a profitable, annual or even a bi-annual event for your group. But to have this continual success, you need to ensure that every show is an advertisement for the next. But this won't happen if you hire the wrong celebrity. Our nation has produced some of the greatest champions the world has ever seen. All, in their own way, have a story to tell. But not all those stories are entertaining.

You want a celebrity who will keep the crowd interested, tell a few jokes, pass on some wisdom, and possibly give you an insight into some famous and infamous events of sporting history. The K Faktor works very closely with their stable of speakers to ensure your night is one to remember. We can advise you on the right celebrity for your event, and ensure that they are stage ready, to provide a show that will not only bring the house down, but provide willing customers for subsequent events, based on their experience.

## **3. Not promoting the event properly**

If run correctly, celebrity events can be a fantastic night and a great way to add thousands to a club or charity's coffers. If run incorrectly, they can be a financial nightmare with everyone pointing the finger looking for someone to blame. Having a great celebrity is a good start, but you have to promote it well to ensure that you really maximise your success.

The K Faktor has been doing this for over 20 years and in that time we've developed a completely fool-proof system to ensure a great attendance, and a great result for your bank balance. Our service not only covers the celebrity, but a mentoring service to ensure that every step has been taken to ensure your group's success. Some of our systems include:

- A comprehensive checklist of tasks to be delegated to your team (see pages 17-20)
- Promotional material in the form of poster, flyers and show-bill templates

- “Big-ticket” memorabilia to raise even more money
- Press releases to send to the local media
- Some of our celebrities will be available for radio interviews to ensure maximum exposure for minimum outlay - radio stations love interviewing celebs and will do it for free, plugging your event at the same time!

#### **4. Going through unofficial channels**

It's unfortunate, but there are a lot of “backyard” bureaus in our industry, who just can't provide you the right service. Or there's always a “guy who knows a bloke, who knows a celebrity”. At times they can be OK and produce the ‘goods’, however most won't have a contingency plan for when things go wrong.

It's unlikely but I've seen it before where clubs put over 100 paying customers in the room, but don't have a speaker, due to some kind of family emergency. As we're one of Australia's leading speaker's bureaus, we plan for these exact situations and have a back up strategy in the unlikely event an emergency should occur. With access to over 100 speakers and celebrities, you can rest assured that you won't be left holding the microphone.

#### **5. Selling the tickets at the wrong price**

Ticket pricing can be a double-edged sword. Price your tickets too high, and you will turn your customers off, leaving your organisation struggling to simply break even. Price your tickets too low, and you'll either struggle to make a profit, or worse (and we've seen it happen) you may struggle to make up the numbers. A cheap ticket to a lot of people can mean a poor show.

The K Faktor has experience in 1823 individual events (and counting). With our experience and advice we can ensure that you're pricing your event for success and profit.

#### **6. Not having enough lead time for the event**

It's a fact that most not for profit clubs are run by volunteers. People with full-time jobs or businesses and they just don't always have the time to properly prepare the function. The worst mistake you can make is not giving yourself enough time. This will cost you in professionalism, attendance, and most importantly, dollars in the bank.

To maximise your success The K Faktor recommends that you book your speaker a minimum of 3 months out. This will give you plenty of time to promote your event to get the money in the bank results your organisation wants and needs.

#### **7. What else is on town the same weekend you want to host a function?????**

## 12 ways to dramatically increase your profits from an event

1. If your venue can provide the food, then do so at cost and then set your ticket price to cover the food and show fee, leaving you to make money from the alcohol provided. This makes it much easier to Faktor in the show costs and proceeds from auction items and alike.
2. Have the function from 4pm to 8pm and provide finger food only to keep the cost of the ticket price down. E.g. \$30 tickets include show, finger food and one free beer. Ask your local beer rep. to provide a keg.
3. Don't price your function too cheaply as this gives the impression that the show is not of value.
4. For A Class speakers and a function that includes alcohol and a meal; your ticket price should be at least \$80 per head.
5. 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 your club or organisation!
6. If you are a club or hotel approach your local footy club and offer to donate the proceeds of the first piece of memorabilia to them. In exchange you should be able to sell them 30+ tickets to the show!
7. Sell tickets prior to the event; never rely on the 'pay at the door' approach as this hardly ever works.
8. Don't forget to use all your local forms of advertising such as radio, TV and paper. Send out a reminder to your email and sms database and direct mail your members.
9. Place the A3 event posters in prime locations such as above the men's urinal, ladies washroom mirror, on and around the bar, bus stops, results boards and shopping centre notice boards.
10. An auction should have no more than 7 pieces as it then loses its appeal and you'll find the prices bid at large auctions is less per piece (robbing Peter to pay Paul scenario). 7 pieces = 4 supplied by you, 2 by The K Faktor for the club and 1 by the speakers. If you need sporting memorabilia just ask us, we can supply pieces at a wholesale price on consignment which on the vast majority of occasions works out to be about 40% or less of the final auction price bid. You get to keep the profits!
11. Make sure you have credit card facilities available; your bids will be higher if people know they can pay using credit!
12. Advertise with table toppers your next show and sell tables in advance.

## 13 ideas that could double the revenue from the night

1. Auction off or sell the rights to sit at the head table with the Celebrities at the function (\$200-\$300 per seat). Give each of the people who sit at the head table an A4 event poster laminated to use as a placemat. They can get this signed by the speaker(s) during the function and keep as a souvenir.
2. Auction off the privilege to have breakfast the next day with the celebrities if they are staying the night in your town (\$200-\$300) - based upon availability
3. Have a last man standing auction. Ask everyone who can afford \$100 to stand up, then \$200 etc. You'll be surprised how many people are still standing after you get past \$500 and \$1000.
4. Auction off or sell tickets to win one of 10 keys whereby only one unlocks a prize to the value of \$1000 that cost you only \$300 or this prize might even be donated!
5. If your function starts at 12.30pm then have your early guests wait outside the function room in another area that serves alcohol which is to be paid for until 12.30pm. (\$300-\$350)
6. Send memorabilia photos to all interested parties to attract them to the event
7. Play table bingo, a great way to raise a quick \$1000
8. Raffle off some tickets at your club/bar the weeks before the function to drum up more interest
9. Have you asked your local footy and cricket clubs to attend? Maybe you could point some of the auction proceeds their way to entice them to buy tickets?
10. Offer a special happy hour for ticket holders/buyers only prior to or after the event
11. Run a simple quiz competition about the speakers with the local bank/post office/grocery store/newsagent putting up some tickets as prizes
12. Who's on your Xmas card list? Maybe they get a ticket to the show as their pressy?
13. 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



# Sponsorship Negotiation Guide for Sporting Clubs and Licensed Venues


This simple guide is just that, a simple guide, to be used by both parties when looking to approach each other to form a mutually beneficial partnership.

As a Committee Member at my Cricket Club I know the most difficult thing to do is not approaching Sponsors but being confident in the knowledge I'm asking for the right amount of Sponsorship.

It's in bullet point form for ease of manipulation into your own proposals and the most important part in my opinion is the formula. This formula will be a great tool that can be a touchstone for both parties and a source of accountability.

If you would like to add anything that you feel I have missed and may be of benefit to the Sporting Club Community, then please feel free to contact me.

Yours in Sport, Fundraising and Entertainment,



Justin Karcher (JK)

The K Faktor

Est. 1999, The K Faktor has promoted more than **1800 celebrity shows/bookings/events** across Australia, the UK & Asia guiding grass roots clubs & charities to **raise in excess of \$25m.**

## What Sporting Clubs Have To Offer:

- A large group of potential Clients/Members = revenue stream
- An avenue to build rapport within the local Community
- Numerous Events that need a Host Venue (e.g. Sign-On Day; Season Launch; Post Training & Team Announcements; Post Game Functions; Juniors Photo & Family Day; Club Legends & Sponsors Day; Trivia Night; 100 Club; Sportsman's Lunch/Dinner; Ladies Day; Presentation Nights
- Promotion via their Social Media Channels
- Advertising at Home Ground and on Training, Playing and Travel Uniforms
- A network of Members who are valuable Business contacts with a common interest
- A Tax Deduction!

## What Sporting Clubs Want From A Sponsor:

- Money!
- A Venue to call home for all Events on a Season's Calendar
- A long-term relationship that they feel is providing financial benefit to both parties
- A Venue that is Family friendly
- A Venue that offers a rewards program and possibly kids free/discounted meals
- A Venue that provides a vehicle to raise funds throughout the year. E.g. Weekly raffle throughout the Venue with proceeds to the Sporting Club
- Prizes - Meat Trays, Dinner Vouchers, Drink Cards etc
- A Loyalty Plan. E.g. The Licensed Venue issues a series of Members Cards to all Members of the Sporting Club. Whenever this card is used for purchases at the Licensed Venue the card holder gets a 5% discount and an additional 5% goes to their Sporting Club in cash. The vast majority of till systems in Australia now support this type of transaction and its associated report keeping

## What A Potential Sponsor Wants From A Sporting Club:

- A proactive Club/Committee that continually encourages and entices its Members to support the Sponsor by regular patronage (**I can't stress how important this is!**)
- Sporting Club Members to join the Licensed Club
- The ability to quantify the value of the relationship, which in turn makes it easier to rollover support
- Continual Social Media recognition at a Club that is actively growing its online reach not only with Members but with the wider Community (exposure to new demographics)
- Introduction to other Sponsors and Supporters to create a Business Network in the Community with a common goal
- Promotional support in the form of Advertising and Collaborative Marketing

## The Formula For How To Calculate A Fair Value Of Sponsorship:

Note: any number with an Asterix (e.g. 50\*) is a guestimate for the sake of creating a working formula for you to use. All other figures are based upon discussions with countless Licensed Venue Managers.

Please also note I have put in the bare minimum of Events a Club may run; the more Events the Sporting Club runs at the Licensed Venue the greater the value of the Sponsorship.

### What Revenue Your Sporting Club Can Bring to a Licensed Venue:

- 20 Saturday Nights
- 50\* Adults @ av spend of \$15-20 per head = \$750-\$1000
- 12\* Families of 4 @ av spend of \$50-60 per Family = \$600-720
- 20\* Adults kicking on @ av spend of \$20 each = \$400
- Totals = \$1750-\$2120
- 20 Saturday Nights = \$35,000-\$42,400

### 20 Thursday Nights (Post Training and Team Announcements)

- 30\* Adults @ av spend of \$15-20 per head = \$450-\$600
- 6\* Families of 4 @ av spend of \$50-60 per Family = \$300-360
- 6\* Adults kicking on @ av spend of \$20 each = \$120
- Totals = \$870-\$1080
- 20 Thursday Nights = \$17,400-\$21,600

### 100 Club Event

- 100\* attendees require a 3-hour basic drinks and finger food package at \$40 per head = \$4,000

### Presentation Night - 200 attendees

- 100\* Adult's main meal @ \$25 per head then average cash bar spend of \$20 per head = \$4500
- 25\* Families of 4 = 50 Adults @ \$25 meal + 50 Kids @ \$10 meal + \$20 per Family 4 drinks = \$2250
- Total Spend = \$6,750

### Sportsman's Lunch

- 140\* attendees - basic meal and drink package @ \$50 per head = \$7,000

**Total spend by Sporting Club at Licensed Venue = \$70,150-\$81,750**

## Calculating The Dollar Value of Sponsorship:

Using the Coles and Woolies pubs profit model of \$4000 gross sales equates to \$1000 (25%) in net profit, a Sporting Club should feel confident to ask for half of the net profits as **Sponsorship = 12.5% of total spend.**

In this case that equates to **\$8,768.75 - \$10,218.75**. This is 12.5% of total spend (\$70,150-\$81,750).

For an open and fair relationship, the parties should agree to have this Sponsorship paid in instalments over the Season and performance based. This then puts the emphasis on the Sporting Club to promote all the Events noted above to its Members and strongly suggest they support a Sponsor.

Someone from the Club can take a head count at every Event to produce a monthly simple report for the Sporting Club's Committee and the Licensed Venue.

The Licensed Venue should also look to offer more in addition to above to cement this relationship by offering a rewards system on top of the Sponsorship Dollars - This being in the form of the 5% off purchases and 5% cash back to the Club as I noted under the Loyalty Plan above.

For more free advice and help with running your club click [here](#).