

Gary Summers

KEYNOTE - SEMINARS/WORKSHOPS - ENTERTAINMENT

FUNDRAISING OPPORTUNITY

ONE OF THE BIGGEST CHALLENGES ORGANIZATIONS LIKE YOURS FACE TODAY IS FINDING NEW AND UNIQUE WAYS OF FUNDRAISING.

I am sure if someone explained to you an easy way to raise in excess of \$20,000.00 in one weekend; you would be very interested wouldn't you.

FORTUNATELY FOR YOU, WE HAVE FOUND SUCH A WAY, AND IT IS NOT ONLY GOING TO HELP YOU RAISE A LOT OF MONEY BUT IT WILL ALSO PROVIDE GREAT VALUE TO THOSE WHO PARTICIPATE IN THE PROGRAM.

In this proposal, you will find out how.

My name is **Gary Summers** and I have developed a very unique program for organizations just like yours. You have several programs to choose from including:

- Children's Magic Show
- Comedy Stage Hypnosis Show
- Hypnosis Seminars on Stop Smoking, Weight Loss, Stress Management and Self Hypnosis.

Depending on how much money you wish to raise, these programs are designed to offer you the variety and flexibility you need when choosing which ones are best suited to your organization.

Typically, many groups sign on to do a children's magic show in the afternoon, followed by a Hypnosis show in the evening. These 2 programs alone would net you in the vicinity of \$ **8,000.00** and could reach \$ **16,000.00** with a strong effort by your committee.

If you add my hypnosis seminars to the mix then you have the potential to raise an additional \$ **5,000.00**. Your organization now has a potential earning with my programs in excess of \$20,000.00 and this financial goal is well within reach for your committee. You may want to team with the Lung Association and the Cancer Society to offer a Stop Smoking seminar.

www.garysummers.ca

10 Rumboldt Pl, St. John's, NL, A1A5K8, PH (709) 576-3313

HOW THE PROGRAM WORKS.

We have done all the work for you and published a comprehensive manual that will serve as a blueprint for your project. It is a guide to successful fundraising, full of suggestions and ideas on how to not only make money with the shows but also to increase your earning potential by piggybacking with other novel ideas. It is all there for you in our manual and it is so easy to use.

The Project Manual includes the following:

- ◆ Video which takes you through the Project Manual step-by-step.
- ◆ 3 - 30 second commercials on CD for radio.
- ◆ Floppy Disk (containing all the letters & documents) so you can edit and reprint.
- ◆ TV Commercial should you advertise using this medium.
- ◆ Letters for schools so children can bring them home to their parents.
- ◆ Flyers for distribution to businesses

Our fee for this event is detailed on the revenue projection page later in this document and includes tickets for each seminar and show as well as publicity posters. **(I even donate enough product so you can recover my fee with intermission ticket sales. This means a fundraising effort that's all PROFIT and no EXPENSE).** The sale of tickets, facility booking and advertising is all that would be required of your organization. The project manual has a complete section dedicated to promotion and advertising including sample press releases and newspaper ads. (see table of contents later in document)

How are We Guaranteed Success?

We offer an amazing TRIPLE GUARANTEE that eliminates any risk to your organization:

GUARANTEE #1

By using our Project Manual and following the step-by-step fundraising plan, you will recover the entire show fee and pocket a handsome amount of money as well.

GUARANTEE #2

The entire audience will thoroughly enjoy the performance or there will be **NO CHARGE**.

GUARANTEE #3

If, within 7 days after receiving the Project Manual, you feel that it is not all you expected it to be and are not **completely convinced that following our system will produce results**, send it back. Your contract will be cancelled and your deposit refunded ... no questions, no hassles.

We hope you agree - these are very strong guarantees and they are that way because we feel strongly about this program and its ability to turn family fun into thousands of dollars for your group.

- ◆ **Make Money**

If you use the tools and follow my comprehensive plan, you will make money - GUARANTEED!!

- ◆ **Build Membership**

As a fundraising show, this event will be heavily publicized and promoted. Your organizations name will be all over this publicity.....the advertising for your show automatically creates raised public awareness. With hundreds of people in

attendance at the show, this creates an opportunity, if you want to take advantage of this, for you to promote your group and tie-in a membership drive.

◆ **Increase Participation**

Increasingly, organizations like yours are finding it difficult to get members to commit their time to projects. The fundraising plan that accompanies my program has all the work done for you. All that is left is fill in the blanks. This makes the project FUN....your members will find this fundraiser easy and enjoyable.

O.K. EVERYTHING YOU'VE SAID MAKES A LOT OF SENSE....NOW WHAT

The next steps are as follows:

1. Decide which programs you want then agree to a date and secure a facility.
2. Decide on ticket prices. (usually \$20.00 - \$40.00 for the seminar and \$4.00-\$8.00 for the magic and hypnosis shows.)
3. Order my customized Project Guide Manual

If along the way you have any questions or suggestions, I encourage you to call me at any time. I will do all I can to help you with your project.

IT'S SIMPLE TO BRING THIS PROGRAM TO YOUR ORGANIZATION

We are presenting this program and others similar to it several times a year. Dates and times are extremely limited as some organizations want this to be an annual event.

This document includes a revenue projection sheet that shows the value of this program. The pricing is based on doing one show. Multiple shows are negotiated at a lower rate. **I have included several incentives to help you with your fundraising effort.**

Thank you for your time. We look forward to working with you in making this program a very worthwhile endeavor. When you are ready to proceed, please give me a call and I will send you my complete project kit. It will provide you with all the necessary information and guidance in making this fundraiser the best ever.

I also have a promo video that contains 3 segments:

1. excerpts from my stage hypnosis and magic show
2. introduction to my fundraising program

I would be more than pleased to send you a copy .

If you need any further information, please call me at 576-3313.

Yours truly,

Gary Summers

Gary Summers (CHt)

TABLE OF CONTENTS FOR PROJECT MANUAL

	Page
Greetings	3
Getting Started	4
Roles and Responsibilities	5
Do You Have a Winning Team	6
Your First Meeting	7
Ticket Sales Strategies	9
Ticket Sellers Sales Guide	14
Promotion Strategies	17
Advertising Tools and how to use them	26
PiggyBack Fundraisers	29
Overcoming Obstacles	32
Last Minute Push	34
Souvenir Program	35
 APPENDIX	
◆ Sample Letters (tickets & coloring contest)	42
◆ Notice to Parents (Magic Show).....	43
◆ Notice to High School Students (Hypnosis Show)	45
◆ Press Releases (Magic & Hypnosis)	46
◆ AD Letter/Layout/Pricing/Invoice.....	49
◆ AD Benefits	52
◆ Coloring Contest Poster.....	53
◆ Sample Telephone Script	54
◆ Letter & VIP/Family Passes	55
◆ P.S.A.'s Schools (Magic Show).....	60
◆ P.S.A.'s (Hypnosis Show and Seminar)	61
◆ Flyers	62
◆ Puzzles	63
◆ Corporate Donations	64
◆ Technical/Stage Requirements	66

As you can see from the previous page (table of contents - taken from the project manual) everything you need to make this fundraiser successful has been provided for you.

The combination of my project manual, packed with 70 pages of helpful information critical to your success, and my how to video, which explains how to use the manual, are all you will need for this project. The video also gives you several very important ideas that will ensure a successful fundraising effort.

There is information on how to get started, how to pick a project team including who are the best people for each of the specific jobs.

We then talk about your first meeting and how to organize your fundraiser into logical and sequential steps.

We then take you into the ticket sellers sales guide and give you an insight into how to sell the most tickets. This is critical to your effort, so we want to make sure you have the tools to do this correctly the first time.

Next there are promotional strategies. This section is packed with a variety of ways you can promote your event. You will not use all of them, just pick the ones you feel are most appropriate for your target audience.

We then talk about advertising and provide you with a variety of ways to advertise your event.

Piggyback fundraisers are an excellent source of additional revenue and this section is packed with wonderful ideas on how to add to your revenue streams.

We even give you helpful ideas on how to overcome objections with our mini sales course.

The last minute push section talks about what to do during the last 5 days of your program and gives many helpful ideas for ensuring maximum attendance.

The souvenir program (just one of the piggyback fundraisers) deserves its own section as it has been a very lucrative source of additional revenue for many organizations. This section shows you how to put one together.

The appendix is full of posters, flyers, notices to parents, press releases, sample letters, family passes and V.I.P passes, all the documentation you will need.

So you can see that everything is done for you. All you need to do is: 1) provide the facility, 2) promote the show with all the tools provided, and 3) pocket the profits.

IT'S THAT SIMPLE!!!!

Revenue Projections for Magic and/or Stage Hypnosis Shows

There could be three (3) sources of income from this event.

1. Show Revenue - based on a ticket price of \$6.00
2. Intermission Sales - I will donate a magic kit, magic videos (6) and a certificate for a free magic birthday party, 4 Hypnosis CD's all to be placed on tickets. (total value - \$500.00)
3. Piggy Back Fundraisers - my fundraising manual details other opportunities that you run concurrent with my program and they provide additional revenue opportunities.

The net profit based on the 3 items above is \$7,400.00 and is detailed in the table below. This profit of \$7,000.00 is based on a ticket price of \$6.00, attendance of 500 with 2 performances and the sale of tickets at intermission plus any piggyback fundraisers you choose to do. The magic show is 90 minutes in length and the hypnosis show is 2 ½ hours in length and both performances have an intermission. The intermissions allow for the sale of tickets, announcements etc.

Ticket Price	\$6.00
Attendance (1 show)	500 people
Attendance - 2 Performances (either 2 magic shows or 1 of each)	1000 people
SHOW REVENUE (\$6.00 x 1000 attendance)	\$6,000.00
Intermission Sales (Magic Kit, Videos, CD's)	\$1,000.00
Piggy Back Fundraisers (program, auction, donations etc.)	\$2,000.00
TOTAL REVENUE	\$9,000.00
Performance Fee	\$ 1,600.00
NET PROFIT	\$7,400.00

Revenue Projections for Hypnosis Seminars

There could be two (2) sources of income from this event.

- Seminar Revenue - based on a ticket price of \$30.00
- Hypnosis CD sales - I will split 50/50 the profit from CD sales

The net profit based on the 2 items above is \$6,000.00 using a ticket price of \$30.00 and booking 2 seminars with 100 people for each seminar as well as CD sales and intermission sales. See table.

Ticket Price	\$30.00
Attendance (1 seminar)	100 people
Attendance - 2 Seminars (Stop Smoking and Weight Loss)	200 people
SEMINAR REVENUE (\$30.00 x 200)	\$6,000.00
Hypnosis CD Sales	\$500.00
TOTAL REVENUE	\$6,500.00
Seminar Fee (2 seminars)	\$1,000.00
NET PROFIT	\$5,500.00

TOTAL REVENUE POTENTIAL (based on 2 shows & 2 seminars) - **\$12,900.00**

The above prices are based on a 90 minute Magic Show and a 2 ½ hour Hypnosis Show and include my donations to your organization. You also have the choice of selecting another option which is a 50 minute Magic Show and a 1 ½ hour Hypnosis Show. These shows do not have an intermission and do not include donations. The show price is \$1,200.00.

- Should you decide to book either a magic or stage hypnosis show, there is a charge of \$0.75 per kilometer plus hotel for events outside St. John's.
- The above rates are for single shows. Multiple show prices are negotiated at a lower rate.
- Piggy Back fundraisers include the profits from Souvenir Programs, VIP Passes etc. (The \$2,000.00 profit above is a very conservative estimate.)

FINAL THOUGHTS

Of course the final revenue numbers will depend on ticket sales, ticket prices, and advertising. Many organizations make every effort to pre sell as many tickets as possible and offer discount incentives for the early purchase of tickets. This, of course, would be your decision on how you plan to handle this portion of the event.

I have included in my pricing model suggested ticket pricing. Your committee, of course, would have the final say on what those prices should be. In any case, my manual will guide you in setting the appropriate prices.

My fundraising manual will guide you through a successful fundraiser and will be a blueprint to help you get started and keep you on track and focused on your financial goal. Just keep in mind that many organizations just like yours have reaped financial rewards by using my programs. If you would like to contact any of these organizations, I would be pleased to give you contact names and phone numbers so you can see for yourself how successful these people were with my programs.

My goal is to make this fundraising effort as easy as possible for your organization. By donating my products (magic kit, videos, birthday party magic show and Hypnosis CD's) to your organization, you will be able to recover most if not all of my fees giving you the opportunity to pocket even more profits.

In any case, I would be more than happy to help in any way I can to make this venture very worthwhile. My goal is to make this a very easy and pleasant experience for you and your organization and to help you maximize the potential of this program.

Thank you for the opportunity to explain my program. I look forward to hearing from you. Together we can ensure your organization meets its financial goals.

Gary Summers