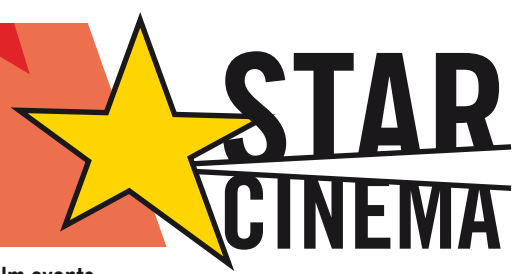


FUNDRAISING

Eaglehawk Town Hall
C'nr Peg Leg & Sailors Gully Rds
PO Box 83 Eaglehawk Victoria 3556
Admin Office: 03 5446 2526
www.starcinema.org.au



The Star Cinema has an established commitment to supporting the local community through fundraising film events. Our cinema's unique atmosphere and charm make it the perfect venue to hold your fundraising event.

www.starcinema.org.au

YOUR SUCCESSFUL FUNDRAISING EVENT IS ONLY FOUR STEPS AWAY!

1.



PICK A DATE

- You can hold your fundraiser on a Wednesday or Thursday evening, or Saturday afternoon (subject to availability)
- choose a day & time that you think will attract the biggest audience to your event
- have a couple of date options to begin with, as this could offer you more film choices

2.



PICK A FILM

- contact our Programming Manager Hannah at hannah@starcinema.org.au for film options
- when choosing a film, consider what type of film will attract the biggest audience
- would you like to educate, or simply entertain?

3.



SELL YOUR TICKETS

- get a team together to plan and market your event
- utilise social media, mailing lists, posters and networks to get the word out to as many people as possible
- Pre-sell! Pre-sell! Pre-sell! The more tickets you sell in advance, the more successful your event will be

4.



HOLD A SUCCESSFUL EVENT!

- the venue is yours, so be creative and tailor your event to highlight what makes your cause or organisation special
- value add: consider offering catering and having a guest speaker
- raise extra money by offering door prizes and inviting donations at the event

YOU help choose the movie
YOU decide the ticket price & sell the tickets
YOU market the event to as many people as possible
YOU host a successful event raising cash for your cause

WE supply the film and our unique venue
WE donate a double pass for you to giveaway
WE list your event on our monthly program and website
WE provide staff and support to assist in your success

FAQs

- How far in advance can I book a fundraiser?

You are welcome to reserve a date(s) at any time and we endeavour to have a choice of titles available to you in a timely manner (subject to company approval). To have your event listed on our monthly program, full details must be submitted and confirmed by the third week of the month prior.

- I have some great ideas for my event, how can I find out more?

Our unique venue is yours for your event. Talk to us about value-adds to help make it really special.

- Do I need to prepare my own tickets, and how?

Yes you do - and it's easy! You can simply purchase a tear off book of numbered tickets, or find someone handy with a computer to make up your own customised tickets to pre-sell - see our example to the right. Google image search "admit one ticket template" to get you started.

TESTIMONIALS

'Our organisation held a very successful fundraising event at the Star Cinema in aid of the 'Relay for Life' campaign. We raised close to \$1,000 in just one of several very successful and enjoyable fundraising film nights.' Central Victorian Womens Choir Inc

'Through the Star's support, our fundraising nights have raised several thousand dollars for our group.' Bendigo Breast Cancer Support Network

'For the past 5 years, the Bendigo Can Do Club has held an annual fundraising event at Star Cinema. These nights have been one of our most successful fundraising events each year. In the past 5 years ... we have raised over \$5,000 as well as promoting cancer awareness and celebrating as a community those that have been touched by this disease.' Bendigo Can Do Club



An example of how making up your own tickets is easy and fun! The internet has some great resources to help you.



Postal Address

P.O. Box 83
Eaglehawk
Vic 3556

Phone Numbers

Bookings: 03 5446 2025
Administration: 03 5446 2526

Programming Manager

Hannah Morton
hannah@starcinema.org.au
Wednesday & Friday 11am - 5pm

Business Manager

Martin Myles
martin@starcinema.org.au
Monday, Thursday & Friday 11am - 5pm

FUNDRAISING

Eaglehawk Town Hall
C'nr Peg Leg & Sailors Gully Rds
PO Box 83 Eaglehawk Victoria 3556
Admin Office: 03 5446 2526
www.starcinema.org.au



TERMS AND CONDITIONS

Please ensure that you read and fully understand the following information thoroughly before proceeding with your booking.

CHOOSING A FILM

Films for the Star Cinema are selected by our Programming Manager who endeavours to produce a varied program. You, in collaboration with our Programming Manager, will ensure that the best film is chosen for your event. Films outside of our regular programming may be available by negotiation.

YOUR TICKET PRICE

It is your responsibility to determine the amount you will charge per ticket for your event. It is important to note that Star Cinema retains \$10 from every ticket sold (IMPORTANT: see 'Payment' section below).

When deciding on your ticket price, consider the following factors: your target audience, value adds (ie catering), your fundraising target, and remember; Star Cinema will retain \$10 per head. E.G. you charge \$20 per ticket: you pay Star Cinema \$10 per ticket; you keep \$10 per ticket.

EVENT START TIME

You are welcome to nominate your event's start time.
NB: Saturday afternoon sessions must be cleared out by 5pm.

TICKET SALES

It is your responsibility to produce, promote and sell tickets for your event.

You must supply Star Cinema with contact details of the person/s who will be responsible for taking your bookings. These contact details will be listed on the relevant monthly program and website (it is important that this number have an active answering service or Voicemail).

The more tickets you can sell in advance, the more successful your event will be. We offer our ticket booth for you to greet patrons and sell tickets on the day. One of your team members must be present at your event to take/sell tickets.

MARKETING YOUR EVENT

It is your responsibility to market your event to ensure its success: we highly recommend that you maximise your reach by utilising social media, mailing lists, newsletters, posters, fliers etc.

In addition, you may display a poster advertising your event on the Star Cinema community notice board. Your event will also be listed on our monthly program and website.

CONFIRMATION OF NUMBERS

It is a condition of booking that you confirm your current ticket sales by 5pm on the working day prior to your event. Remember, the best way to be sure of success is to sell tickets prior to the night, but of course you can still sell more at your event from our ticket booth if you have some left.

SEATING CAPACITY

The seating capacity of the Star Cinema is 170: 80 couches and armchairs downstairs plus a further 90 balcony seats. NB: Ramp access is available to ground floor only. All fundraisers are unreserved seating events.

YOUR FUNDRAISER EVENT BOOKING WILL BE CONFIRMED ONCE STAR CINEMA HAS RECEIVED THIS SIGNED AGREEMENT (Please keep a copy for your records)

I , on behalf of
(YOUR NAME) (YOUR GROUP OR ORGANISATION)

acknowledge that I have read and understand the terms and conditions listed above. Date / /
(SIGNED)

BOOKINGS CONTACT DETAILS

NAME:

PHONE (VOICEMAIL ACTIVE?):

EMAIL:

ADDRESS:

EVENT DETAILS

DATE:

TIME:

FILM:

SUPPER / AFTERNOON TEA PROVIDED? YES NO

OFFICE USE: Confirmed / date

SUPPER FACILITIES

In hosting a Star Cinema fundraising event, you will have access to:

- the commercial kitchen including pre-warmed ovens by request
- urn, cutlery and crockery
- dishwashing detergent and refrigeration space
- food serving area

Where applicable, you must provide:

- tea/coffee, milk and sugar
- your own tea towels
- your own catering (NB: selling of food at a fundraiser event is not permitted)

FOOD SAFETY AND HANDLING

Food safety is entirely the responsibility of the event organiser.

ACCESS, DOORS AND BAR TIMES

Access is available one hour prior to the advertised start time.

Doors will be opened to the public 30 minutes prior to the advertised start time.

Our licensed bar will be open until the film commences.

PLEASE NOTE THE FOLLOWING CONDITIONS OF OUR LICENSE:

- 1: No BYO liquor: any liquor brought onto the premises will be confiscated.
- 2: Alcohol must NOT be consumed outside the premises.

CLEANING & BREAKAGES

At the conclusion of your event it is your responsibility where applicable to wash, dry and put away all cutlery and crockery and wipe down all bench tops. It is the responsibility of the fundraising organisation to cover the cost of any damage caused by your group in the course of the event.

CANCELLATION

Once your booking is confirmed, a cancellation fee of \$200 applies.

PAYMENT

Star Cinema will retain \$10 from every ticket sold, you retain the balance (see 'YOUR TICKET PRICE' above).

The total fee that you must pay Star Cinema is determined by a) the number of people that attend your event OR b) the minimum guarantee. The minimum guarantee of \$400 covers Star Cinema's costs.

This is how Star Cinema will calculate the total fee you must pay:

\$400 OR \$10 per head, whichever is the greater figure.

- EXAMPLE 1: If you have 27 people you must pay \$400 to the Star Cinema
- EXAMPLE 2: If you have 93 people you must pay \$930 to the Star Cinema

Payment by EFTPOS, cheque or cash for your fundraising event is required at your event. You and our Projectionist will agree on the number of tickets sold, and your payment will be determined by that number.

OTHER POINTS

Before completing and returning your agreement, please contact the Star Cinema if you require any clarification.