

3. KUBE CHALLENGE REVENUE POTENTIAL

FUNDRAISING EVENTS GROUP

IN ASSOCIATION WITH

KUBE GAMES IRELAND

PROUDLY PRESENT

KUBE

CHALLENGE FUNDRAISER

32 CONTESTANTS...

...BUT WHO WILL

BEAT THE KUBE?

 FUNDRAISING
EVENTS GROUP

CONTACT THE EVENTS TEAM NOW

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REVENUE POTENTIAL

A TEST OF MENTAL & PHYSICAL ABILITY!

There are many ways in which clubs are formatting the Kube Challenge Fundraiser. Here is a brief on 2 that might be suitable for you:

FORMAT 1

CLUB FUNDRAISER

Clubs simply advertise internally and invite 36 Members (Recommended Number) to participate in The Kube Challenge Fundraiser. In order for the Contestant to be accepted they must agree to help raise funds for the Club.

The Club would ask the contestant's to gain a Corporate Sponsor (i.e. a Company to Sponsor them for which the company's logo will appear in the Booklet – usually €100), and take a Sponsorship Card and get Family and Friends to Sponsor them (again usually around €100 to €200).

The Club would put up a nominal prize fund, and around €1,000 first prize. By doing the event in this format you will not have to make incentives with a large prize as members are doing it for the Club!

FORMAT 2

COMMUNITY BASED INITIATIVE

With this format smaller clubs can open the event up to the local community and invite people to enter The Kube Challenge and represent a local organization or charity (local or national).

The club who are organizing the event would invite 36 people, members and outside people, to participate in The Kube Challenge Fundraiser. In order to attract these clubs to participate you will need to make incentives with a large prize. The club would usually offer €3,000 first prize for the Club represented by the winner.

This really is more of a community based initiative but from a fundraising perspective you can only charge each participating person an entry fee (which they would raise funds to get – usually €200)

REVENUE STREAMS - BEFORE THE NIGHT

MAIN EVENT SPONSOR

This is the big one reserved for your top Sponsor. The Main Sponsor's Logo will appear on Posters, and The Front (their logo) and Back Pages (their ad) of the Souvenir Booklet and also on Promo Video's, Signage and any items Printed for the night. We will also have Signage, and will appear on all promo and printed items relating to the event. They will get 'MAJOR' publicity from the Night's MC.

PREMIUM SPONSORS

There are 2 x Premium Sponsors and they usually get the similar publicity to the Main Event Sponsor. They get their Logo on the Posters and Promo under The Main Event Sponsor, and also either the Front Inside Cover or Back Inside Cover.

REVENUE POTENTIAL

HEATS | GAME SPONSORS

There are 4 Heats on the Night each with 2 Games. Your Club can get a Game Sponsor for each of these. The Game Sponsor will be on the Screens prior to the Games, and also have their Logo on the Game Explanation Page in the Souvenir Booklet for the Night with a Full Page Advert opposite. For Example Heat 2 | Game 1 Sponsored by Spar Raheny.

WINNERS PRIZE

The Winner will receive a Trophy each and you can get a Winner's Prize Sponsor. Again they will have an Advert in the Brochure, and their Advert on the Screens before the Winner Announcement.

CONTESTANT SPONSORS

There are 4 Heats which will give you 32 Contestants. Each Contestant will be required to get a Contestant Sponsor. We will place the Contestants Logo on the Heat Page beside the Contestants Name.

CONTESTANT SPONSORSHIP CARDS

Each Contestant will have a Sponsorship Card and be required to raise a set minimum amount of €250.00 on average, however this is totally up to the Club. But remember a Contestant can get a Golden Ticket to the Final, so raising as much for the Club prior to the event is key to success so this is a huge incentive to get them there.

TICKET SALES

The Event is based on 500 Ticket Sales for the Standard Package.

This would usually be for Venues that can facilitate around 350 Guests on Theatre Style Seating while allowing 20% of the floor space for the Stage area. If you decide to hold the Event in a larger venue we can provide an Enhanced Production to facilitate the increased venue size. The Bigger the Venue, the More Ticket Sales, the More Money Raised. Contestants are usually allocated between 5/10 Tickets Each to sell to their Family and Friends with the balance going on General Sale. We can facilitate on line options also for surplus sales.

ADVERTS - THE ADVERTISING INSERT

Companies can take a Full Pages (€150.00)
Half Pages (€100.00).

Prices can vary but average clubs would charge as above.

OUR STUDIO AT FUNDRAISING EVENTS GROUP

Our Design Studio can design all the adverts to a Professional Standard
You simply supply us with details of the company (i.e. A Business Card, Flyer, Etc) and we will make it up

REVENUE POTENTIAL

The event is based on 32 (Max) Contestant's taking part.
Usually there are 4 Heats, with 2 Semi Finals and 1 Final

12,500.00	TICKET SALES 500 @ €25.00
3,000.00	MAIN EVENT SPONSOR 1 @ €3,000.00
1,000.00	PREMIUM SPONSORS 2 @ €1.000
4,000.00	HEAT GAME SPONSORS 8 @ €500.00
750.00	FINAL GAME SPONSOR 1 @ €750.00
4,000.00	CONTESTANT SPONSORS 32 @ €125.00
8,000.00	CONTESTANT SPONSOR CARDS 32 @ €250.00
2,500.00	CONTESTANT SURPLUS REVENUE Average Surplus between 32 Contestants
250.00	WINNERS PRIZE Get A Local Business to Sponsor The Winners Prize!
1,500.00	ON THE NIGHT MONSTER RAFFLE Everyone Loves a Raffle!
38,500.00	TOTAL REVENUE MAIN EVENT

PLUS Adverts in The Souvenir Booklet

Full Pages (€150.00 x 40)
Half Pages (€100.00 x 40)

Total = €10,000

€38,500 >> MAIN EVENT REVENUE
On The Night Revenue

€10,000 >> ADVERTISING INSERT REVENUE
Full Page, Half Page & Quarter Page Booklet Adverts

€48,500 >> TOTAL EVENT REVENUE
Overall total based on above estimated figures