

FUNDRAISING EVENTS GROUP
IN ASSOCIATION WITH
LIP SYNC BATTLE FUNDRAISERS
PROUDLY PRESENT

LIP SYNC LEGENDS



MAIN EVENT & ADS INSERT

REVENUE STREAMS

FUNDRAISING
EVENTS GROUP

2. LIP SYNC LEGENDS REVENUE POTENTIAL

PERFORM AS AN ICONIC MUSIC LEGEND!

WOW FACTOR STAGE & LIGHTING



*The Contestants from **Lip Sync St. Patrick's** (St. Patrick's National School, Bray) perform their opening Group Dance at their show at **Fitzpatrick Castle Hotel, Kiliney***



*Freddie Mercury from **Lip Sync Park Villa** (Park Villa Football Club, Navan) performs his Routine on the WOW Factor Big Stage Production at **The Newgrange Hotel, Navan***

SPONSORSHIP & ADVERTS

THERE ARE A NUMBER OF WAYS BUSINESSES CAN SUPPORT OUR FUNDRAISER

Main Event Sponsors | Premium Sponsors | Act & Contestant Sponsors | Adverts

2 x €5,000.00 >

1 MAIN EVENT SPONSOR

- Large Logo on Promotional Material (Signs, Posters, Tickets, Videos)
- Event Book | Large Logo on Cover
- Event Book | Advert (Labeled Main Event Sponsor) - Back/Cover Pgs
- Event Night Screen Graphics | Video (Labeled Main Event Sponsor)
- VIP Seating and Complimentary Tickets x6 (Live Show)
- Presentation of to Winning Act- Joint Sponsors
- Media Coverage across all Platforms & Outside Media Publications
- On The Night Publicity from MC on Event Night

4 x €2,500.00 >

2 PREMIUM EVENT SPONSORS

- Logo on Promotional Material (Signs, Posters)
- Event Book | Large Logo on Cover
- Event Book | Advert (Labeled Premium Sponsor) - Main Pages
- Event Night Screen Graphics | Advert (Labeled Premium Sponsor)
- VIP Seating and Complimentary Tickets x4 (Live Show)
- On The Night Publicity from MC on Event Night

16 x €500.00 >

3 ACT SPONSORS

- Logo on Promotional Material (Act Poster)
- Event Book | Large Logo on Act Profile Page
- Event Book | Advert (Labeled Act Sponsor) - Opp Act Profile
- Event Night Screen Graphics | Advert (Labeled Act Sponsor)
- VIP Seating and Complimentary Tickets x2 (Live Show)
- On The Night Publicity from MC on Event Night, Introduction of Act

€150.00 >

4 ADVERTS (Full Page)

€100.00 >

ADVERTS (Half Page)

CONTESTANTS REVENUE

CONTESTANTS ARE A VITAL PART OF THE FUNDRAISING

Sponsor Cards/Go Me Fund Page | Contribute to Ticket Sales & Act Sponsors

16 x **€2,000.00** > **1 SPONSOR CARDS/GO FUND ME**

PRE EVENT CONTESTANT/ACT SPONSORSHIP

Each of the 16 ACTS are usually set a Target of Raising €2,000.00 Minimum. Remember also that getting to the Final 4 on the Night will be a mixture of Merit, Fundraising Pre Event, and Votes on the Night from the Public in Voting Boxes, this is 50% of the decision for Winner, so going hard at the Fundraising is essential for Acts if they are in with a chance to Win the Competition. The Fundraising Total is mainly made up from Pre Event Sponsorship and On The Night Voting (See Below).

Go Fund Me Page/Sponsorship Cards

Each Act will be issued with Sponsorship Cards, but in this Digital Non Cash World we live in today it is recommended that a Go Fund Me, or similar Platform Page, is created for each Act. Links (for Whatsapp and Social Media Platforms) and QR Codes (for Personalised Posters and Profile Page in Booklet) can then be created to promote and request Sponsorship.

On The Night Voting

Each Act will have a Voting Box also on the Night of the Live Show. Attached to each Voting Box will be a Poster for that Act which can contain a QR Code also to the Go Fund Me Page. There will be a Ticket/Votes Desk where attendees can purchase Votes. Guests can place a vote for €2.00 (Minimum), or have 3 votes for €5.00 and so on (Club decide Costs). It is advised to have facility to accept Cash, Card, and Revolut.

2 CONTESTANT/ACT 'TICKET SALES'

The success of Tickets Sales from these Events is largely due to the Acts selling a target of 20 Tickets each. Family and Friends will all want to see their Lip Syncers in action so multiples of 16 Acts by a large batch of Supporters brings in large numbers of Ticket Sales alone. **Extra points will be given to Acts who sell above their 20 target Tickets each.**

3 ACT SPONSORS

Each 'Act' will have a Sponsor for their Act/Routine. It is beneficial to Acts to try and gain Ads/Sponsors for the Event also. **Extra points will be given to Acts who source their own Act/ Routine Sponsor, or Advertises in the Booklet.**

TICKET SALES

TARGET 1,000 TICKET SALES

Attending Tickets | Non Attending Tickets

€30,000.00 >
1,000 @ €30

1 TICKET SALES

Ticket Sales are a Vital part of the Fundraising Revenues for your Event and choosing a Venue large enough is also vital to allow as many sales as possible. Unfortunately there is not a large hotel local to every Club in Ireland, so exploring all the options to maximise sales is important. Sports Halls are as good a venue for Production of these Events and usually hold large numbers suitable to this Package.

There are a number of Places Tickets should be available.

CONTESTANTS/ACTS (1)

It is always important to allocate some Tickets to each Contestant/Act. The suggestion is to allocate each Act 20 Tickets (or Pro Rata if multiple members of Act) depending on the Capacity of the Venue, to ensure all their Family and Friends can attend. If they need more tickets they can purchase them on line from the remaining pool via a Local Outlet/On Line (see below).

LOCAL OUTLET (2)

It is also important to have a Local Box Office Outlet in the Town or Area where Local people can purchase their Tickets if they do not wish to buy on line. A Local Pub/Shop, and maybe a Pop Up Desk at Weekend Training in Club.

ON LINE TICKETING PLATFORM (3)

The benefits to having Tickets on Line are huge. You can monitor with weekly Ticket Sales reports. In Ireland, and especially in recent years (with lots of hotels opting to become refugee centres instead), Venues and getting Venues large enough to host these events locally can be an issue. Therefore we have come up with an initiative to enhance Ticket Sales options and have developed our own On Line Platform where Not Attending Tickets can be sold.

Not Attending Tickets

Not everyone buying a Ticket will attend and by offering people the opportunity to Buy a 'RED' Not Attending Ticket (but would like to support option) this can greatly enhance your Ticket Sales. It also ensure a Full House on the Night of the Event. Some Clubs offer an entry for those supporting to a Raffle for €500/€1,000 for example or a Sponsored Prize, but this needs to be something to encourage the Ticket Buyer to purchase the NOT ATTENDING Ticket.

REVENUE STREAMS

HOW MUCH CAN WE RAISE?

THE EVENT IS BASED ON 40/50 CONTESTANTS TAKING PART, WITH 12/16 ACTS
THERE ARE 2 REVENUE STREAMS | 1. MAIN EVENT | 2. ADVERTISING INSERT

Revenue 1 | Main Event

30,000.00	>	TICKET SALES Attending (x750), Non Attending (x250) 1,000 @ €30.00
10,000.00	>	MAIN EVENT SPONSORS 2 @ €5,000.00
10,000.00	>	PREMIUM SPONSORS 4 @ €2,500.00
8,000.00	>	ACT SPONSORS 16 Acts @ €500.00
32,000.00	>	ACT SPONSORSHIP/VOTES BEFORE THE NIGHT 16 Acts @ €2,000.00 Act Sponsor Cards/Go Fund Me
5,000.00	>	ACT SURPLUS REVENUE BEFORE THE NIGHT Acts that make more than €2k target Surplus Target
6,000.00	>	ACT SPONSORSHIP/VOTES ON THE NIGHT Guests Vote for their Act
1,500.00	>	ON THE NIGHT MONSTER RAFFLE Everyone Loves a Raffle !
5,000.00	>	GO FUND ME EVENT PAGE BEFORE THE NIGHT General Donations To Event

107,500.00 > TOTAL REVENUE | MAIN EVENT

REVENUE STREAMS

HOW MUCH CAN WE RAISE?

THE EVENT IS BASED ON 40/50 CONTESTANTS TAKING PART, WITH 12/16 ACTS
SELL FULL PAGES AND HALF PAGES TO LOCAL BUSINESSES AND CLUB BUSINESS OWNERS

Revenue 2 | The Advertising Insert

12,000.00 > **FULL PAGES**
80 @ €150.00

8,000.00 > **HALF PAGES**
80 @ €100.00

20,000.00 > **TOTAL REVENUE | ADVERTISING INSERT**

TOTAL REVENUE

107,500.00 > **TOTAL REVENUE | MAIN EVENT**

20,000.00 > **TOTAL REVENUE | ADVERTISING INSERT**

127,500.00 > **TOTAL EVENT REVENUE**

OVERALL TOTAL BASED ON ABOVE ESTIMATED FIGURES

FUNDRAISING EVENTS GROUP

Fundraising Events Group in association with Lip Sync Battle Fundraisers

TAKE A LOOK AT WHAT THESE GROUPS RAISED!



ABOVE

Lip Sync Legends
KILTUBRID GAA

CHEQUE PRESENTATION
€83,421.00

BELOW

Lip Sync Legends
ARKLOW UNITED FC

CHEQUE PRESENTATION
€68,567.34



CONTACT THE EVENTS TEAM NOW

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