



# How to Raise Money With a Hypnotist Show

**How about \$20,000 pr \$30,000 without too much trouble?**

You want to raise money and you're thinking about having an event such as a hypnotist show.

How does this work? This document gives a worked example based on some indicative pricing. For an actual quote contact Gerard V on 0468 149 994 or [gerard@gerardv.com](mailto:gerard@gerardv.com).

## Your Event






Gerard V is a **world class** entertainer and tours internationally - the show is truly fantastic. Everyone will love it.

This is an event that is attractive to your entire community. You can ask everyone to come!

Gerard V does a clean family-friendly comedy hypnotist show, where no-one is picked on, there's no swearing and no-sleaze. This means you can invite literally anyone.

People wont need to organise babysitters; let them bring the kids.

## WHAT YOU GET

	Friendly entertainment suitable for a variety of ages, corporate functions, parties, schools, clubs and fundraisers; no sleaze.
	Original and spontaneous humour, Gerard V often uses ideas from the audience for his routines.
	Volunteers only, no one is picked on; so even the most shy person will be safe in the audience.
	Gerard V is kind to the volunteers - he is different and hilarious.
	The show and the music are upbeat, energetic and happy.



## THE PACKAGE

	We'll bring a great PA system and everything we need if we're able to (depends on location and transport of course)
	Transport (van, equipment, travel) etc. (Or flights if necessary)

## Selling Tickets

Once you have planned your event, you'll want to sell tickets. You've probably seen that even big name acts have posters and even TV ads - promotion takes energy.

Have a team of people who will sell tickets. These people need to be proactive and to get out there and sell.

Talk to local businesses about buying a block of tickets for their staff, and hit up friends and family etc.

When you ask your friends if they'll come - you'll hear three different answers. Two of those sound like yes but only one actually is a "yes". The only real "yes" is buying a ticket, no means no and everything else also means no.

**The only truly sold ticket is one that is paid for.**





## The Basic Fundraising Idea

Here's the basic idea:

Tickets	Price Per Ticket	Cost of Show				Profit
100	\$25	\$2000				\$500.00
100	\$35	\$2000				\$1,500.00
200	\$25	\$2000				\$3,000.00
200	\$35	\$2000				\$5,000.00
300	\$25	\$2000				\$5,500.00
300	\$35	\$2000				\$8,500.00
400	\$25	\$2450				\$7,550.00
400	\$35	\$2450				\$11,550.00
500	\$25	\$2450				\$10,050.00
500	\$35	\$2450				\$15,050.00

*It's okay but you can do even better!*

## But Wait! There's More

What about the venue? Perhaps you have one available - that is great. But sometimes a bigger or better venue will be more attractive to your audience.

### Licensed Venues

Licensed venues come in two kinds. Those that keep the profit from drinks sales - these will often let you use the venue for "free". And those that contribute the profit from drink sales to your cause. Perhaps you know a person who can get the license and will operate a bar for you at your event. This latter option is a better fund raiser.

If everyone buys two drinks and you make only \$3 per drink, that's an extra \$6 per head.

Sell some snacks too. Two snacks at \$1.50 profit adds \$3. Together with drinks that might make you an extra \$9 per head. With 200 people that pays for the act and you keep all the ticket sales.

### Door Prizes

Don't do them - no-one buys a ticket because of the door prize. Raffle or auction the items instead.



**Auctions**

These can add bit to the night - 5 or 6 items that would be in demand are a great idea. Too many and the night will drag and people will get quickly bored.

**Raffles**

You can sell tickets before the event and in the break. A couple of raffles can easily add another few hundred dollars.

The Basic Idea Plus Drinks, Snacks, Raffles

Tickets	Price Per Ticket	Cost of Show	Drinks Profit Per Ticket	Snacks Profit per Ticket	Raffles Per Ticket	Profit
100	\$25	\$2000	\$6	\$4	\$4	\$1,900.00
100	\$35	\$2000	\$6	\$4	\$4	\$2,900.00
200	\$25	\$2000	\$6	\$4	\$4	\$5,800.00
200	<b>\$35</b>	<b>\$2000</b>	<b>\$6</b>	<b>\$4</b>	<b>\$4</b>	<b>\$7,800.00</b>
300	\$25	\$2000	\$6	\$4	\$4	\$9,700.00
300	\$35	\$2000	\$6	\$4	\$4	\$12,700.00
400	\$25	\$2450	\$6	\$4	\$4	\$13,150.00
400	\$35	\$2450	\$6	\$4	\$4	\$17,150.00
500	\$25	\$2450	\$6	\$4	\$4	\$17,050.00
500	\$35	\$2450	\$6	\$4	\$4	\$22,050.00

**How Can I Sell 500 Tickets? We've Never Done That Before!**

500 tickets seems like a lot. And for some organisations a simple event with 100 or 150 people is the way to go.

500 tickets is achievable: here's one way.

Lets say you're a school or sports club with 80 teenagers involved. Schools often have way more. If you just give each 10 tickets to sell, some will sell a few but many wont. Its just the way it is.

But if there is an incentive - something that they are keen on, your sales team can become highly motivated. So one step is to get them involved in deciding what they are raising money for. Let them be part of the decision.

The second is to **add self interest**. For example, suppose you set it up so that every person who sells 5 tickets goes in the draw for a cool prize. (Like say an iPhone or



something they really want.) And say that after they sell 5 tickets every extra ticket they sell gives them another entry in the draw. 6 tickets, 2 entries, 10 tickets, 5 entries. And point out that there are only 79 others involved so they could have a really good chance to win. The phone will cost you say \$800.



But **you can sell 500 or even 800 tickets this way**. At \$25 per ticket the phone costs you only 32 extra tickets.

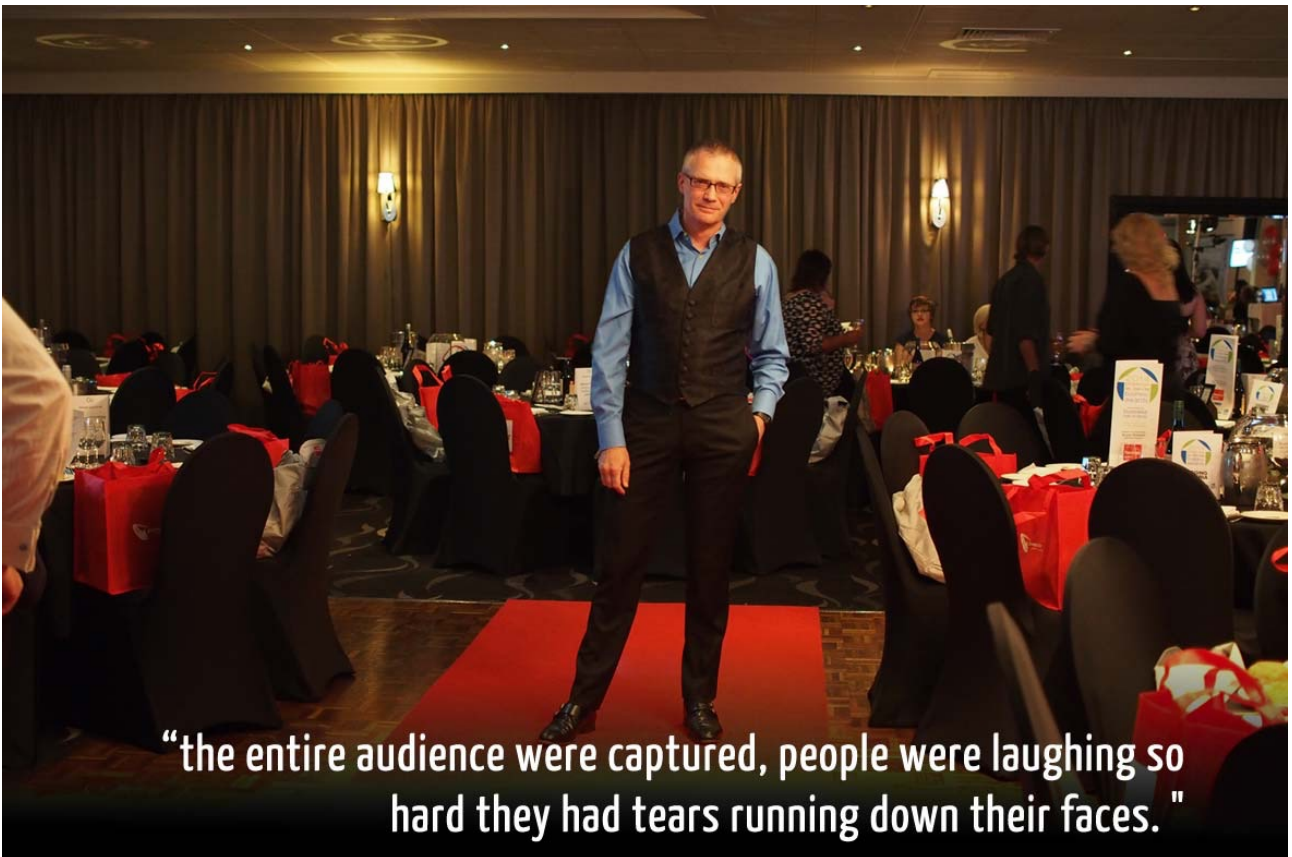
By the way - **Gerard V will help you organise this**. No hassles with the treasurer and such.

## The Fancy Option

Tickets	Price Per Ticket	Cost of Show	Drinks Profit Per Ticket	Snacks Profit per Ticket	Cost of Incentives	Profit
400	\$25	\$2450.00	\$6	\$4	-\$800	\$10,750.00
400	\$35	\$2450.00	\$6	\$4	-\$800	\$14,750.00
500	\$25	\$3000.00	\$6	\$4	-\$800	\$13,700.00
500	<b>\$35</b>	<b>\$3000.00</b>	<b>\$6</b>	<b>\$4</b>	<b>-\$800</b>	<b>\$18,700.00</b>
600	\$25	\$3600.00	\$6	\$4	-\$800	\$16,600.00
600	\$35	\$3600.00	\$6	\$4	-\$800	\$22,600.00
700	\$25	\$4200.00	\$6	\$4	-\$800	\$19,500.00
700	\$35	\$4200.00	\$6	\$4	-\$800	\$26,500.00
800	\$25	\$4800.00	\$6	\$4	-\$800	\$22,400.00
800	\$35	\$4800.00	\$6	\$4	-\$800	\$30,400.00

## NOTES

	Please note that I cannot perform while people are eating - the show would usually start when people are finished their meal if there is one.
	The show is typically 90 minutes with a break making it two sets over two hours in total. But we can do a 60 minute show if that works better for you.



## How To Book

Here's how to go about doing all this.

1. Touch base with your team or committee - who is on board and willing to help.
2. Give yourselves a bit of time to get going 10 - 14 weeks is good - it give you time to get tickets and posters sorted before you start selling.
3. Contact Gerard V and check out his availability (and confirm travel costs etc. if you haven't done that yet).
4. Find a venue that is also available.
5. Lock in the date.



## More Information

## PRICE\*

\* For an actual quote [contact Gerard V](#)

Audience	Cost of Show	Base Show	Travel	
to 300	\$1500.00	\$1500.00	\$0.00	
300 - 500	\$1950.00	\$1950.00	\$0.00	
500 +	\$6.00	per head	\$0.00	

## MORE INFO

### Website & Facebook Links

Website: <http://www.gerardv.com>

Facebook: <https://www.facebook.com/Hypnotist.Gerard.V>

Youtube: <http://www.youtube.com/user/gerardvhypnotist>

## Next Steps

I hope this gives you enough information to move forward with, and if there's anything else you need to know then please let feel free to ask by email or phone.

Email: [gerard@gerardv.com](mailto:gerard@gerardv.com)

Phone: 0468 419 994

Please let me know your preferred dates asap before they are all booked out.