



Fundraising Event Management

with Michelle French

Budget and Regulatory Issues



Thank you



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Approaching Vendors for Sponsorship

- Vendor Campaign
 - Ask proportionate to the business that you do with them
- Purchasing an Ad
 - In the Printed Program
 - On the Event Website
- Media Buy
 - % Back Campaign

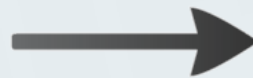
Setting Achievable Goals



Achievable Budget Goals



Factors to Consider



Type of Event

History

Recent Trends

ROI

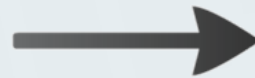
Revenue Generating Opportunities



Achievable Budget Goals



Factors to Consider



Type of Event

History

Recent Trends

ROI

Revenue Generating Opportunities



- Sponsorship
- Guest Tickets / Table Sales
- Auction



Recent Trends

ROI

Revenue Generating Opportunities



- Sponsorship
- Guest Tickets / Table Sales
- Auction
- Opportunity Drawing
- Tee Signs
- Program Ads
- Fund A Need
- Registration Fees
- Friends Asking Friends Website



**SORRY THIS EVENT IS
SOLD OUT**



\$250,000

- Type of Event
- Ticket Price: \$250
- Guest Count: 250
- Sponsorship Levels
- Additional Revenue
- Expenses

**Building Into
Our Goal**

Setting the Achievable Budget Goal



Budget and Regulatory Issues



Expenses





Types of Expenses

- Fixed Cost
 - Costs to create the event, regardless of how many people attend
- Unchanged



Fixed Costs

- Venue
- A/V
- Permits
- Insurance
- Salaries / Event Producer

Asking Questions



- Venue Questions
 - What permits are required
 - City Permits
 - Permit for Heaters
 - Amplified Noise
 - ABC
 - What other expenses should be considered
 - Cleaning Fee
 - Electrician
 - Security



Types of Expenses

- Variable Costs
 - Costs that change based on the number of guests
- Fluctuate



Variable Costs

- Catering
- Staffing
- Tables and Chairs
- Centerpieces
- Guest Gift

Reviewing the Budget

- Expense Categories
- Identify Fixed Costs and Variable Costs

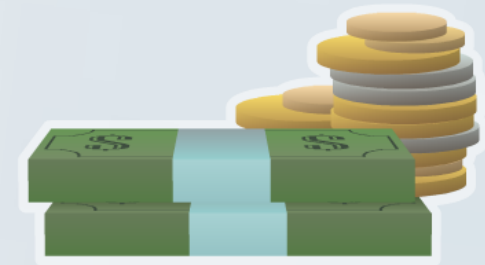


Fundraising Goal



Sponsor Pricing Tiers

- Tailored to a company (foundation or individual) that you have in mind
- Target Sponsor List
- Benefit Consistency
- Clearly Differentiated



Sponsor Pricing Considerations

- Name of the Category
 - Presenting Sponsor
 - Title Sponsor
- Creative Name
- Quantity Available
- Exclusivity



Top Sponsor Tier

SPONSORSHIP OPPORTUNITIES

\$100,000 Title Sponsor (*One available*)

- Company logo *or* name recognition as Title Sponsor on all advertising and promotional materials
- One (1) table of twelve (12) or ten (10) in the Premier seating front row center section
- One (1) page advertisement *or* tribute in the evening's program
- Special signage of company logo *or* name recognition on the night of the event in several key areas
- Special Title Sponsor Recognition video/presentation
- Optional on stage presentation
- Company logo *or* name recognition as Title Sponsor in printed materials

Sponsorship

Sponsorship Levels

Hall of Fame \$25,000

2 **All Star** tables of 10 at All Star Party in Diamond Club, name on invitations (**deadline April 29, 2013**), name and logo on marketing material, **individual poster** at entrance to Diamond Club on event day, and limo service to and from the event

Legacy Sponsor \$15,000

2 **All Star** tables of 10 at All Star Party in Diamond Club, name on invitations (**deadline April 29, 2013**), name at entrance to Diamond Club on event day, name and logo on marketing material

Gold Star \$10,000

2 **MVP** tables of 10 at All Star Party in Diamond Club, name on invitations (**deadline April 29, 2013**), name at entrance to Diamond Club on event day, name and logo on marketing material

Silver \$5,000

1 **premium** table of 10 at All Star Party in Diamond Club, name on invitations (**deadline April 29, 2013**), name at entrance to Diamond Club on event day, and recognition on all marketing material

Grand Slam \$3,000

1 table of 10 at All Star Party in Diamond Club and recognition on all marketing material

Home Run \$1,500

4 tickets to All Star Party in Diamond Club and recognition on all marketing material

All Star \$500

2 tickets to All Star Party in Diamond Club and recognition on all marketing material

Sponsor Pricing Tiers

- Target List
- General Levels:
 - \$100,000
 - \$50,000
 - \$25,000
 - \$10,000
 - \$5,000
- Number of Tickets

Sponsor Pricing Tiers

- Who
- Who
- Benefit
- Flexible, Open and Creative

Sponsor Pricing Tiers



Ticket Pricing

- Break-even
 - All event costs will be covered by the income that is received from ticket sales

Break-Even

- \$250
- Less Variable Costs
 - Food & Beverage
- $\$250 - \$90 = \$160$
- Fixed Cost of \$22,750

Break-Even

Fixed Costs

(Price – Variable Costs)

Break-Even

\$22,750

$(\$250 - \$90) (= \$160)$

=

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Ticket Pricing

- Break-even
 - Increase Price
 - Decrease Fixed or Variable Costs
- Market Comparison
- Using Comp Tickets
- Overall Goals

Fair Market Value

Fair Market Value (FMV)

The price that the ticket (item, property) would sell for on the open market

The organization may use any reasonable method to estimate the FMV, as long as it applies the method in good faith

<http://www.irs.gov/Charities-&-Non-Profits/Charitable-Organizations/Charitable-Contributions-Quid-Pro-Quo-Contributions>

Budget and Regulatory Issues



Certified to Fundraise

- Association of Fundraising Professionals
- Certified Fund Raising Executive
- Office of the Attorney General

Integrated Fundraising Plan



- Master Calendar
 - Fundraising
 - Sponsorship
 - Vendor Campaign
- Logistical Planning
- Budget
- PR
- Day-of Logistics
- Awareness Plan / Mission Integration
- Volunteer Plan and Management

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Thank you