



MEZMO COMEDY HYPNOSIS SHOW

Support Information for Fundraisers

The key to a great show for a fundraising event is to build excitement and anticipation and sell lots of tickets. The more tickets you sell, the more funds you raise. A larger audience also contributes to the fun that can be had with a hypnosis show!

Organise a committee

As we know, many hands make light work. Gather around yourself a pro-active committee of committed individuals. The bigger your team, the easier it will be to get the word out.

Assign groups to the various tasks that need to be attended to and perhaps someone heading up each area of responsibility.

4 Steps to Success

1. Provide a Venue
2. Ticketing
3. Marketing and Promotion
4. Hosting the Event

Hosting A Successful Hypnosis Show

1. Venue

The first action to take is to organise is your venue.

An ideal venue is one that has a seating capacity that reflects your expected number of ticket sales. Too small you may have to turn people away which means lost revenue for you. Too big with unfilled seats can feel vacuous and empty.

Good sightlines for your entire audience also contribute to a more enjoyable show.

Many organisations such as schools and clubs or their affiliates will already have access to a venue. In such a case you may let that propose your target number for ticket sales.

Should you need to outsource a venue, lobby to have one donated or subsidised by sympathetic or philanthropic organisations within your community.

2. Ticketing

With your venue arranged, you will now know your seating capacity. Decide on a price that you believe people in your community will be prepared to pay for a great night out.

Ticket Matrix

The following matrix demonstrates an example of gross sale potential with tickets priced from \$15 to \$42 and for up to a 300-capacity venue.

Gross Sales					
Ticket Sales	\$ 15.00	\$ 20.00	\$ 25.00	\$ 36.00	\$ 42.00
100	\$ 1,500	\$ 2,000	\$ 2,500	\$ 3,600	\$ 4,200
150	\$ 2,250	\$ 3,000	\$ 3,750	\$ 5,400	\$ 6,300
200	\$ 3,000	\$ 4,000	\$ 5,000	\$ 7,200	\$ 8,400
250	\$ 3,750	\$ 5,000	\$ 6,250	\$ 9,000	\$ 10,500
300	\$ 4,500	\$ 6,000	\$ 7,500	\$ 10,800	\$ 12,600

Ticket sales method

Whether you choose to use an online electronic ticket process (*) or physical tickets, it is good to make it as simple as possible for people when they are ready to make a purchase. Too many steps and they may decide not to go ahead.

3. Marketing and Promotion

The goal is to raise as much money as possible. The way to do that is through ticket sales. Tickets get sold when people are enthusiastic. They only become enthusiastic when they know it is happening.

It is best to try to start selling tickets as early as possible. 6 to 8 weeks out from the event is good model. The sooner you get tickets sold, those people will tell their friends and that can lead to more sales. Don't make the mistake of leaving it to the last minute. This really is the most important thing you need to do as the promoter of the show. Get the word out as soon as you can. Sell early!

Attached you will find a promotion timeline for your convenience. Make good use of it to assist you in activating and tracking specific stages of your marketing process as well as noting who holds the mantle of team leader for each area of responsibility.

Your Team in Action

This is where the resourcefulness of your committee comes into its own. You have 4 main areas for spreading the word. Enlist someone to head each of the following areas and get as much on-the-ground support as you can.

1. Poster & Flier distribution
2. Local information media – Press, radio and Television
3. Online, Social Media and Newsletters
4. Word of Mouth

Posters & Flier Distribution

Put fliers or posters* up wherever you can. Many shops will be supportive of your cause and allow posters to be put up in their windows or inside the store. Talk to local businesses and community service organisations and ask how they might be able to assist you. You may even invite groups and organisations to buy a 'book of 10' or more tickets at a reduced price.

Libraries and public noticeboards also offer high visibility.

Some municipalities have strict policies regarding posters on public property. It is worthwhile becoming familiar and respectful of the regulations in your area.

Local Media

2 to 4 weeks out is a good time to get articles into local papers and interviews on local radio and television.

Also included in the Mezmo Promo Package is a *press release* for you to add your organisations details and pass on to your local media outlets. You can also include information regarding your organisation and specific fundraising intention.

*N.B. Publicity materials have been included with your download. Didn't get them? Go to: -
<http://mezmo.coasthypnosis.com.au/fundraisers-individual-dls/>

Television reaches a very large portion of the population, particularly during prime time. Does your local TV broadcaster have a Community slot or Bulletin Board where they share community information?

To have your event picked up as a news article will get a lot of attention. Sometimes the show has been reported on post-event – and that is too late for getting people to rock up. Can you and your brains trust think of interesting and unusual ways to make the pre-event newsworthy? Remember that TV is a visual medium. Try to offer them activities or events that lend a visual stimulus or backdrop for their story if possible.

Local radio is often on the hunt for a good story. They have many hours of airtime to fill and different program slots. Ask for contact with the most relevant presenters and offer the opportunity to several of them.

Online, Social Media and Newsletters

Social Media is the biggest information dissemination modality of the modern era. If you have one or more people who are particularly tech-savvy you may be able to get a facebook page set up specifically for this event. Ask your online ‘friends’ to help spread the word. You can generate a lot of interactive discussion by feeding in questions such as – “What do people think hypnosis is?” or “What do you imagine it would be like to be hypnotised?” or “Has anyone been hypnotised before? What was it like?”

Email Bulletin

Send a mass email to your members/supporters/business partners let them know about the event (where, when, why, cost etc). Not only is this a very inexpensive form of communication, it ensures people are notified instantly, and they can easily forward on the message to others that may be interested. You can then follow up with a reminder or two.

Email Signature

Add a paragraph to your email signature (and others in your group) to let people know about this upcoming event. Perhaps something along the following lines:

"We have a special fundraising event coming up soon. For something completely different we have invited the great hypnotist Mezmo to present the popular Mezmo Comedy Hypnosis Show at **[Venue]**. An event not to be missed. All proceeds will go towards our **[*Insert purpose for your fundraising event]**. For tickets or further information, please call **[*Ticket salesperson]** on **(02) 9999 9999** or email **[your-go-to-person@your.org.au]**".

Newsletters

Your organisation may have a newsletter that goes out to your members and community on a regular basis. Obviously, you will want to share information about your event with them as early and as often as possible. You can also contact other businesses and organisations to ask if they can include information in their publications too.

Word of Mouth

The more people are talking about the show, the more curiosity and excitement builds. Encourage your team to keep the conversation going. Spread the word like wildfire and seats will be filled in no time!

1. Marketing and Promotion

Volunteers and support crew are the key to a smooth-running event.

Mezmo will take care of all aspects of the performance but there are a number of roles when well-coordinated will ensure a good flow and set the stage for fun and mind-blowing event.

Personnel

Tech Staff - Light & Sound

Professional lighting can improve the atmosphere of the show, but it is not essential. The Mezmo show works equally as well in full house lights.

Ideally you will have a good quality sound system, but again it is not essential. Depending on your location and travel requirements, the Mezmo show may provide its own sound system.

You will need at least one person who can manage lighting and sound needs. Depending on the complexity they will need to speak with Mezmo one to two hours before the show. If Mezmo is providing Lighting & Sound equipment, assistance with unloading and setup is appreciated. Suitable leads and connections will be required if the L/S fx are operated away from the stage.

Auditorium Setup

If the venue needs to have chairs set up for the audience, check to see if this will be done in-house or if you need to gather a team to arrange the auditorium setup.

On Stage Setup

You will need to provide 12-15 sturdy chairs (no folding chairs) on riser/stage for the hypnosis performance. The chairs must be lined up, side-by-side facing the audience with enough room to walk behind the chairs.

Also required is a small table at the back/side of the stage.

On Stage Support

Although the Mezmo Show is quite autonomous, it can be advantageous to have 1 or 2 people on hand to move help set up chairs on the stage and to support Mezmo in taking care of the guests on stage during the show as 'spotter's'. Mezmo will need to speak with them briefly at least one hour before the show.

Front of House

Staff to run box office to take, sell or mark off tickets.

You may also need 2 to 4 ushers to show people to their seats. This is even more important if you have numbered seating.

If you elect to provide refreshments, you will need someone to cater to that as well.

Bonus - Raising extra funds

Since you are already drawing lots of people along to this event, why not consider how you can capitalise on this opportunity to raise even more funds.

Perhaps you can sell food and drink before and after the show.

Depending on the venue and resources you may be able to provide catering for dinner and show to raise your profits even more.

Other ways to capitalise on hosting this event may include a raffle in conjunction with the event or run a brief auction before the show begins.