



FUNDRAISING EVENTS AT **FOCAL POINT CINEMA** *Your boutique Cinema and Cafe experience*

Fundraiser Information Sheet

LET US HOST A MOVIE FUNDRAISER FOR YOU

We can help your group earn over \$600 in one night with minimal effort all while being entertained yourself!

To enquire about running a fundraising night please contact us via our fundraising page on our website.

*only legitimate fundraising groups will be accepted

Our Fundraiser Concept is simple

Your group sells the tickets for a movie and drink combination. Focal Point Cinema and Cafe screens a movie to your group on a chosen night and provides each person on arrival with a drink of their choice (house wine, house beer, coffee, tea or a non alcoholic drink).

Focal Point charges your group a discounted price for the movie plus a nominal price for the drink and your group retains the difference. Easy!

www.focalpointcinema.co.nz

Organising a Movie Fundraiser is easy

1. Choose a movie from our Now Showing and Coming Soon pages on our website. We are more than happy to discuss other possible movie options with you. Please note, it's always best to choose a new release movie to increase ticket sales.
2. Choose a date. A minimum of two weeks notice is required. We do not hold any fundraisers on a Friday or Saturday or on the opening night of a new movie.
3. Choose a screening time of either 6pm or 8.30pm
4. Send us your application by filling out the form on the Fundraising page on our website www.focalpointcinema.co.nz
5. We will email you back within 48 hours with confirmation or further discussion.
6. Once the first three steps have been confirmed by Focal Point, you can then design and print your tickets. Please read through the terms on the next page for what is required on your tickets. Focal Point can design and print your tickets at an extra charge. Please ask when submitting an enquiry.
7. Start selling your tickets and collecting the money! Maximum tickets is 120.
8. We will advise you of a date prior to your screening that you must provide us with a ticket sales progress update. Failure to do so could result in the cancellation of your event.

How much money can you make for your cause?

You sell your tickets for \$30.

On the night, we charge your group the discounted price of \$12.50 per person for the movie and a nominal cost price of \$6 for the drink.

Therefore, we charge \$18.50 and you keep the balance of \$11.50.

Please note that if less than 30 people attend on the night, the movie price increases to \$14.50 and our overall charge increases to \$20.50 per person.

This example is based on 60 tickets being sold and all attending the screening.

60 tickets sold @ \$30	\$1800
We charge you 60 x \$18.50	Less \$1110
Profit retained by your group	\$690

Your tickets

The following MUST be included on your fundraiser tickets:

1. Movie title and NZ Censor's Rating if available at the time of printing
2. Date of screening
3. Start time of screening and arrival time of 30 minutes prior
4. Venue Location: Focal Point Cinema & Cafe, 126 Heretaunga Street East, Hastings
5. The price: \$30
6. Optional: images and ticket numbers

On the night, your group will come in with their tickets and exchange these for their drink. We then count up those tickets and do a quick headcount before you finalise payment.

Payment must be made on the night via EFTPOS, cash or credit card.

IMPORTANT Focal Point Cinema Rules & Requirements

1. Payment to Focal Point must be made at the start of the screening.
2. No outside food or beverages can be brought into Focal Point premises.
3. No bookings for fundraisers will be made on the opening night of a new movie, or Friday or Saturday nights.
4. All tickets must be pre-sold and handed out prior to the screening. All guests need to have a physical ticket.
5. There are to be no ticket sales from Focal Point Cinema premises and no printed or electronic advertising on Focal Point premises or Focal Point social media pages.
5. A movie with an R rating, such as R16 or R18, is restricted to that age group and older. There are no exceptions under NZ law. Please note that we may request proof of age and refuse entry if not provided.

Why do Focal Point Cinema & Cafe love hosting fundraisers?

At Focal Point, we value the community that we are a part of so the win-win nature of our fundraisers allows us to give back to the community. Our fundraising concept rewards those groups that are prepared to help themselves, and we like that kind of attitude.

Fundraiser screenings are also a way of introducing new customers to the Focal Point Cinema & Cafe experience, and hopefully start an ongoing relationship.

Organising a fundraiser is easy and the event is enjoyable for all. We look forward to seeing you.

Generating over \$25,000 for community groups each year



There are winners all round when local businesses and communities work together, says Focal Point General Manager Julie Bell.

The exceptional level of hospitality provided by the business has been recognised by several business awards won over the years.

But it is their support of local community fundraising efforts that has quietly been making an impact in the Manawatu, Horowhenua and Hawkes Bay districts.

In the past year more than \$25,000 has been generated for community groups through the Focal Point fundraising evenings.

Mrs Bell says the popularity of the evenings has grown considerably, mainly due to the appeal of a 'hassle-free' fundraising formula that gives the opportunity for hundreds of dollars to be raised.

"The fundraising group undertakes a commitment to sell at least 30 tickets ...and that's it," she says.

In return, a movie pre-approved by the group is screened, a drink for each patron is provided and the facilities of the bar and café are made available.

Mrs Bell says the only stipulation is that the movie chosen has to be one that Focal Point has the rights to.

"Groups tend to go on to our website and look at the Coming Soon movies. There they can view the movie trailer, and then make a decision about what will appeal," she says.

It is the selection of an appropriate movie that is the key to a successful fundraiser.

Helen and Gerard Cahill have been involved in running a number of successful fundraising evenings for both Feilding Swimming Club and a local school and agree that the movie selection is what sells tickets.

"It really is an easy way to fundraise, adults enjoy the opportunity to see a great movie and have a night out and the feedback is always positive," says Mrs Cahill.

Kate Georgetti, Chairperson of the Parent Teacher Association at Manakau School, believes they got it just right with their choice of the 'Hunger Games' as their movie.

"The tickets were easy to sell, the Focal Point staff were professional and supportive and it was financially worthwhile for us."

She says their group enjoyed being able to have a meal beforehand, the atmosphere of the cinema and the opportunity for the organisers of the evening to relax as well – not always the case with many other types of fundraisers.

Mrs Bell says a wide range of groups have made use of the evenings – schools, kindergartens, playcentres, sports groups, church groups, charities and parents raising money for school trips – all she asks is that the group has a legitimate fundraising purpose.

"This really is a win-win situation for both our business and our community," she says.