

REGGIE RICE
MAGICAL



WIN-WIN
FUNDRAISER



www.RiceFundRaisingMagic.com



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 24691 Old Three Notch Rd, Unit B
 Hollywood, MD 20636
 Phone: 202-505-4FUN (4386)
 E-Mail:
info@reggiericeshow.com

Program Overview

Reggie Rice's WIN-WIN MAGICAL FUNDRAISER is a Step-By Step Program that is fun & designed to raise thousands of dollars all in ONE night! This program is a unique, high-energy, magic experience that raises money without stress on your organization. We bring a memorable show that will have your students, teachers, and community talking about it long after the curtain has closed! First we provide you with a step-by-step strategic plan that incorporates our many years of successful fundraising experience. As you review this Playbook you will notice all the details and support your decision that this has everything to reach your goals. Next we will provide you with all the Professional Marketing Material to advertise the Show and then we will work together for approximately the next eight weeks selling tickets to the show and working on any what we call Piggyback Fundraisers that can increase your bottom line if your organization decides to pick any. Don't worry we will explain your choices later in the Playbook. Reggie Rice and his team will discuss the options of Show Price Choices. The options are listed below.

We build a unique customized program just for you to ensure you meet all of your goals. Let dive into the details.

Show Name	DESCRIPTION
FOOL OF ILLUSIONS	90 minute show with grand illusions, dancing, music, full production with a 15 minute intermission.

Magic and laughter is in the air and Reggie Rice's Show is full of them both! FOOL OF ILLUSIONS is like nothing you've seen before. A family-friendly, 90-minute show is filled with his hilarious comedy, innovative illusions, and audience participation that will have you on the edge of your seat wanting more.

Reggie is an Award Winning performer that connects with the audience in ways that truly make him a one-of-a-kind entertainer. With his foolish antics & lovable personality he is guaranteed to have everyone bursting into laughter with pure fun and excitement.

So brace yourself and buckle up, because we are going to take your guest on a magical ride into Reggie's Wild Imagination in a show they will never forget. Trust us, they won't want to miss Reggie Rice's FOOL OF ILLUSIONS!

1. **PROVISIONS - Show Requirement:**

Magic of Laughter LLC and Reggie Rice is committed to putting on a quality professional event! We have learned that this is not possible without working together with the production staff at each venue. The following are a few requirements that we have learned that will make our job easier and the show to look as professional as possible!

Venue: Client is responsible for any fees associated with facility/venue maintenance to include custodial needs, stage crew who are not subcontracted by The Magic of Laughter LLC., unless previously negotiated.

Stage: The Client is obligated to provide a safe, suitable location for the above indicated show. Client shall ensure that entire stage area (to include right and left wings and Loading Area) are clear of any and all obstacles during load in, during, and after show load out. The performance area and wing space must be clear of clutter and/or obstructions such as tables, podiums, cables, speakers, band or DJ equipment, etc. The surface cleaned (swept or moped) are smooth and level, free from holes and/or cracks that are trip hazards to the performer.

Curtain: A fully operating front curtain that closes completely with manually or electronic controls, easy to access during the show.

Sound: Quality sound system able to play music and to transmit voices clearly, adequate for the size of a capacity crowd of the venue. On the soundboard that ties into the main system we need two free XLR port, for a microphone and one 1/4" or RCA jack available for music. We will provide our own microphone plus IPod, for purpose of playing music. We will provide a person who will control our own sound cues and volume. If Intercom Systems are available, we would request the use of at least four, if possible. If none of this equipment is available we need to know before hand to be able to make other arrangements.

Lighting:

Due to the special difficulty of lighting a Magic Illusion Show, an experienced lighting person that is familiar with the in house system is required during the show. The tech will need to run through the show prior to and during a complete run through, so that the tech can get familiar with the show. If a spotlight is available, we would request Spot Light Technician for same pre show run through requirement. If you do not have a Spot Light, we need to know so we can provide our own. The light person will need to be there for run through approximately 2 to 3 hours before show.

Load in Requirements:

Client shall provide sufficient time where Entertainer may enter premises for the following purposes:

- I. Set up – within 1-2 days prior to the show, for a minimum of 3 hours
- II. Practice Time – One day prior to show or day of show for a minimum of 3 hours
- III. Show Breakdown – Immediately following the show, for a minimum of 90 minutes no more than 2 hours

We prefer to load in at least a day before the show in extreme cases we can load in day of show but will need 6 to 8 hours before doors open to public. This will allow us to assemble/arrange all props prior to a complete run though. Day prior will not require any tech staff of assistance.

Dressing Room:

If available, a private secure dressing room or space designated for the performers to use during the show to change costumes that is close to the performances area. The performer, should be able to get to and from this area without having to go through the audience.

If you need anything or questions please call Reggie or Reggie's Stage Manager and we will be happy to discuss any and all details.

2. TERMS & CANCELLATIONS

- This Agreement can be terminated after signing the performance agreement with the following conditions:
 - a) Cancellation **two weeks written or verbal notice by Client** –If the Client cancels this Agreement, the Client is responsible for the greater of a cancellation payment of \$1250.00
 - b) Cancellation 30-day written or verbal notice by Client – If the Client cancels this Agreement, The Client is responsible for the greater of a cancellation payment of \$550.00
 - c) However, Client may postpone **without** cancellation fee within 60 days of the original show date and based on availability of Entertainer.
 - d) Any and all cancellation or postponement fees are due and payable immediately upon notification of cancellation or postponement.
 - e) All engagements contracted by Entertainer are conditioned upon Entertainer's ability to fulfill them.
 - i) In the case of illness, accident, sudden emergency, act of God, or any other legitimate or unavoidable cause, it is understood that there shall be no claim for damages by either party to this Agreement.
 - ii) In the event of an unforeseeable emergency that prevents Entertainer from abiding by the terms of this Agreement, Entertainer will refund, in total, all deposits or fees paid by Client in connection with this Agreement.
 - iii) If the event needs to be rescheduled, no further agreement is necessary to maintain this agreement, if both parties verbally agree to an appearance on the new date. This agreement shall not be voided without the verbal agreement of both parties.
 - iv) Any breach of this Agreement by Client, including but not limited to failure to pay the balance due prior to the start of the show, is considered cancellation, unless other arrangements have been made in advance and agreed upon in writing by the Entertainer.
 - g) **Cancellations should be in form of email to Reggie@reggiericeshow.com, and by a phone call to 202-505-4386**

3. PAYMENT OPTION or FINANCIAL COMPENSATION

Client has the choice of the following two (2) payment options:

Option A: After the show is complete the client pays The Magic of Laughter LLC. Show fee of **\$3,200.00** from ticket sales. **NO MONEY DUE UNTIL DAY OF THE SHOW.**

If second show is needed or wanted, second show price is TBD.

The Organization is responsible for the upfront cost of the marketing material!

Marketing Material Packages range from \$250 - \$1150 depending on the size of the venue and number of shows. Cost for Marketing Material Packages is to be paid up front. This Cost is typically covered by a sponsor of the Organization.

Option B:

The client will receive a check from The Magic of Laughter LLC. After all ticket sales are counted and recorded according to Pay Scale below.

The Magic of Laughter LLC, is responsible for the upfront cost of the marketing material!

# of People	Client %
300 & below	We Covers All Risk. 0%
301 to 350	Client Receives 10% Ticket Sales
351 to 400	Client Receives 12% Ticket Sales
401 to 450	Client Receives 15% Ticket Sales
451 to 500	Client Receives 17% Ticket Sales
501 to 550	Client Receives 20% Ticket Sales
551 to 600	Client Receives 22% Ticket Sales
601 to 650	Client Receives 25% Ticket Sales
651 to 700	Client Receives 27% Ticket Sales
701 to 750	Client Receives 30% Ticket Sales
751 to 800	Client Receives 32% Ticket Sales
801 to 850	Client Receives 35% Ticket Sales
951 to 900	Client Receives 37% Ticket Sales
901 to 950	Client Receives 40% Ticket Sales
951 to 1000	Client Receives 45% Ticket Sales
1001 & Above	Client Receives 50% Ticket Sales

R&B's Entertainment Presents:



24691 Old Three Notch Rd, Unit B

Hollywood MD 20636

Phone: 202-505-4386

E-Mail: info@Reggiericeshow.com

TECHNICAL RIDER

The following Requirement are Requested:

R & B's ENT. and Reggie Rice are committed to putting on quality professional events! We have learned that this is not possible without working together with the production staff at each venue. So we want to say thank you and look forward to working with you all!

The following are a few requirements that we have learned that will make our job easier and the show to look as professional as possible!

Stage: The performance area and wing space must be clear of clutter and/or obstructions such as tables, podiums, cables, speakers, band or DJ equipment, etc. The surface cleaned (swept or moped) are smooth and level, free from holes and/or cracks that are trip hazards to the performer.

A fully operating front curtain that closes completely with manually or electronic controls, easy to access during the show.

Sound: Quality sound system able to play music and to transmit voices clearly, adequate for the size of a capacity crowd of the venue. On the soundboard that ties into the main system. We need two free XLR port, for a microphone and one 1/4" or RCA jack available for music. We will provide our own microphone plus iPod, for purpose of playing music and we'll provide our own sound technician. This person will control our own sound cues and volume. If Comm Systems are available, we would request the use of at least four, if possible.

Lighting:

Due to the special difficulty of lighting a Magic Illusion Show, an experienced lighting person that is familiar with the in house system is required during the show. The tech will need to run through the show prior to and during a complete run through, so that the tech can get familiar with the show. If a spotlight available, we would request Spot Light Technician for same pre show run through requirement. If you do not have a Spot Light, we need to know so we can provide our own. The light person will need to be there for run through approximately 2 to 3 hours before show.

Load In Requirements:

We prefer to load in at least a day before the show or on the day of the show at least 6 hours before doors open to public. This will allow us to assemble/arrange all props prior to a complete run though. Day prior will not require any tech staff of assistance. Day prior please allow 1-2 hours or if day of the show, we would need 4 to 6 hours total with load in and set up, and practice time on the stage. The schedule will be determined depending on price and availability of theater. Flexible with staff/time availability

Dressing Room:

If available, a private secure dressing room or space designated for the performers to use during the show to change costumes that is close to the performances area. The performer, should be able to get to and from this area without having to go through the audience.

Recording: It is strictly prohibited to videotape any part of the performance without prior approval by Reggie Rice.

Hospitality: Bottled water if available, for crew is all we ask and one smaller request:

Lobster Dinner for crew, Green Jellybeans and massages before the show! JUST KIDDING JUST SEEING IF YOU'RE READING:

If you need anything or questions please call Reggie or Reggie's Stage Manager and we will be happy to discuss any and all details.



REGGIE RICE'S WIN-WIN FUNDRAISER OUTLINE

Complete Program on how to Maximize your Profit Fundraiser System

10-STEP PLAN TO HAVING A SUCCESSFUL FUNDRAISING EVENT

1. Select the Date

When selecting a date, you have to be careful. When you are thinking about the best day of the week for your audience, think about what else is happening in your area. Look on community calendars for upcoming events and you may also want to look at the past year, around the same time, to see what was happening last year.

2. Book a Facility

You want a facility that seats several hundred people and meets the criteria required by the entertainment. To maximize profit, try to acquire a facility that is near your school and free, or at a reduced rate. The ideal situation would be for the facility to be associated with the school already. If using an outside facility, you will need to get in contact with the person in charge of renting/leasing the space and time of the facility, making sure they are fully aware of the plans of the show. Lock in the contract for the date and time.

2. Assemble Your Team

Believe it or not, this project has and can be run by as few as 1 or 2 people. However, the more you are able to delegate, the easier the job becomes. The only people you want on your team are positive members of your group with a winning attitude and willingness to follow through with the project. We will provide you with jobs and tasks to ensure a successful event. Your job is to make sure that each member of your team understands and is assigned to each task. Please review the Job Descriptions attached.

3. Ticket Prices

Choose a ticket price that is best for your venue and your community.

4. Set the Game Plan

Setting weekly updates keeps everyone accountable and clear on what is expected as a team member. Throughout this fundraiser, there will be requirements and deadlines that need to be followed along the way to ensure each goal is met to achieve success.

5. Choose Your Piggyback Fundraisers

There are several options to make a lot of additional money for this fundraiser. They are called piggyback fundraisers. Listed below are some of the ones we have had success with in the past. Pick the ones that work best for your school and situation, as not all of them are applicable. Please review PAGE ____.

NOTE: All the money raised in piggy back fundraisers is additional \$\$\$\$. Your organization keeps 100% of it!

6. Marketing Strategy

The best strategy is to create a promotion that builds momentum. After years of trial-and-error, we have come up with a marketing timeline that will maximize your exposure and good attendance. This strategy will instruct you of when to send out all of the marketing materials and when to make posts and all other marketing-related things. Don't tell your whole story all at once... gradually promote different components of the event week-by-week so that, rather than hearing the same tired message for 6 weeks, your community hears something new and different about the show as the date draws closer.



Marketing Material-

We will supply the graphics for all flyers and social media headers, etc.

Marketing Timeline / Calendar

- ✓ Time of booking: put show on all calendars (school, public, etc.)
- ✓ Time of booking: Create Facebook Event
- ✓ 4-5 weeks before: Send show info to newspapers & radio stations for PSA
- ✓ 3-4 weeks before: Roadside banner/s up for display
- ✓ 3 weeks before: Postcards/flyers distributed/displayed to local businesses
- ✓ 3 weeks (and again 1 week before) Postcards sent home with kids in schools
- ✓ 3 weeks (and again 1 week before) Send out emails to all contacts
- ✓ Week of the show: Facebook Contest for free tickets
- ✓ 1 week before event: Publish article in local newspapers or online publications
- ✓ Night before show (at midnight) Online Ticket Sales cut off

7. Sell Tickets

Tickets are sold on ReggieRiceMagic.com or through approved 3rd party ticket outlets. Choose and use the Ticket Selling Techniques best suited to your group.

8. Final Push: SELL, SELL, SELL!

Right from "Day One" you should plan to undertake a final promotional blitz that takes place during the week before Event Day. Copy and repeat everything that will be laid out in the marketing strategy.

9. Show Day

Go through the Show Day Checklist. Make sure your Event Day volunteers are lined up and know what to expect. Little note it is good to have them wear same color or type of shirt so people can identify workers. We will have morning meeting with Reggie to go over timing and how the Show Day will go. 1-2 hours prior to the show, we will meet with Reggie's Front of the House Team to discuss job responsibilities, procedures, and have all jobs delegated. This will ensure that everyone has what they need to do and expect so the night runs smoothly and you'll be able to enjoy the show along with the audience.

10. End of Show

Show was a success and now time to settle up. The Organization's Director will work with Reggie Rice's Manager to get the final count and fill out the forms provided by Reggie Rice. AND LAST BUT NOT LEAST, YOU READY SO.....
RELAX, YOU DID A GREAT JOB! CONGRATULATIONS!



Fundraiser Job Positions Description

1. PROGRAM DIRECTOR

Description

- Oversee every aspect of planning and executing all duties for Fundraising Event.
- Has timeline and ensure everyone is meeting their goals in a timely manner.
- Delegate job responsibilities and follow up/ assist as necessary.

2. ADVERTISING MANAGER/ COORDINATOR

Description

- Make sure all Coordinators have all their marketing material to complete their marketing tasks.
- Make sure jobs are getting completed in a timely manner.
- Assist were necessary.
- Delegates the distribute flyers and postcards to places the Advertising Manager assigns

3. ROADSIDE BANNERS TEAM COORDINATOR

Description

- Responsibly display all banners around the community that the Advertising Manager assigns by the date assigned. **Will need to make sure you have the right equipment to display signs effectively.

4. SOCIAL MEDIA MANAGER

Description

- Create a timeline of dates to post on all social media
- Share information to your organization's Facebook and asks parents to post/share, too!
- Create fun and new posts to keep it exciting
- Do a contest for event to giveaway tickets

5. PRESS LIAISON

Description

- Write stories for newspaper and send it to all the newspaper POC with picture of flyer, provided by the Advertising Manager.
- Send flyer to all Community Calendars

6. PIGGY BACK FUNDS MANAGER

Description

- Plans and coordinates all details of the Piggy Back Fundraiser/s

7. SCHOOL CONTEST LIAISON

Description

- Coordinates details of the contests / collects money, etc.

8. SPONSORSHIP COORDINATOR

Description

- Responsible for finding and corresponding with potential sponsor/s
- Collect the checks
- Communication with the RR Team (needs & expectations)

9. TICKET MANAGER

Description

- Responsible for coordinating control of ticket sales and record-keeping
- Collect money for all face to face sales
- Coordinate and selling tickets at the door night of event with team help from R&B's Ent. Rep

10. CONCESSION SALES MANAGER

Description

- Decide what items are going to be sold and gather them before the show
- Get a team to help sell on the night of event and schedule shifts
- Collect money the night of show

11. UNLOADERS

Description

- A group of 2-4 helper to help Reggie unload the truck if available. (Optional)

12. USHERS

Description

- Help take people to their seats and make sure that people are filling in the seat Not leaving spaces
- Help seat the VIP ticket holders



Sponsorship Overview

Obtaining sponsorship can create a very successful fundraiser for your event that is a guarantee. Basically this is a way to start off your Fundraiser in the Green. Perfect scenario and with little planning it is not a hard thing to do. Businesses have budgets for things like this and loves to help nonprofits that support their community as well. Plus of course is a tax deduction.

If you have never solicited for sponsorship in the past the thought can be a little intimidating, but if you are prepared with guidance from the Playbook the task becomes a lot easier. There is no harm in asking and the worst they can say is no, but it was not a complete loss as now they know about this Award-Winning show in their community.

Having a team is always best so you can divide and conquer. In the Win-Win Magical Fundraiser Program there are so many great ways the marketing material can advertise for them such as Banners, Postcards (up to 20,000), Flyers, at the event, etc. Please review and understand the Sponsorship Packages and all that they will get for their contribution as it will make your job 10X easier when approaching them. The deadline for this is about six weeks before the show.



Sponsor Letter Sample

Hello Future Sponsor & Friends,

On (DATE) _____ School will be hosting a WIN-WIN Magical Fundraiser to help us raise money for our school and to provide the community with pure Excitement! We will/are counting on and appreciate local businesses like yourself, to help us reach our goal during this very Unique Fundraiser. We plan to use the money to purchase new supplies, computers, field trips etc, for the kids, and to be honest, without your support we would not to be able to achieve such success!

When you agree to teaming up with us as one of our sponsors, we guarantee to professionally promote your business according to the package that fits best for your company. This event will have such a long lasting and positive effect on our students showing them how much their local businesses support their future. It truly is a WIN WIN for all parties involved.

This fundraiser is a full-evening Magic Illusion Show by Award-Winning Comedy Illusionist, Reggie Rice. Reggie is not only Washington D.C.'s 3-time Comedy Magician of the year, but he has also appeared on the Travel Channel, opened for First Lady of the United States for the last 6 years, and has performed for hundreds of thousands of people over the last 15 years. Truly a one of a kind entertainer. The Show "Fool of Illusions" is a family-friendly, 90-minute show filled with hilarious comedy, innovative illusions, and audience participation that will have everyone on the edge of their seat wanting more. Ticket sales and all other Piggyback fundraiser will go directly to the support of this fundraiser. This is an amazing show for the community.

Attached, you will find the different packages we are offering to ensure your Company is professionally represented as one of the fundraiser Sponsors. It is such a great way of advertising for your business that also mean so much to our school and the entire community!

On behalf of _____ we want to say THANK YOU in advance for supporting our kids futures.

Sincerely,
Your Organization Name
Your Name



PACKAGE	Services Included	X	Coast
SILVER	4 Free tickets to a show Business Name/Logo Listed on Show Website Business Name/Logo on All Show Tickets	<input type="checkbox"/>	\$250
GOLD	4 Free VIP tickets to a show! Business Name/Logo listed on Show Website with Hyperlink 5 Social Media Campaign on all platforms before show!	<input type="checkbox"/>	\$500
PLATINUM	6 FREE VIP Tickets to the show ¼ Page Ad on Show Website with Hyperlink to your business Business Named on 4" x 6" Show postcard (5,000 – 20,000) 10 Social Media Campaign on all platforms before show! Voice Over Ad 15 sec Pre-show	<input type="checkbox"/>	\$1,000
DIAMOND	8 Free VIP tickets Backstage Passes 1/2 Page Ad on the Show Website with Hyperlink to your website 2'x4' Full-Colored Vinyl Banner on front stage during the show Business Name/ Logo on All Full Color Show Flyer Business AD 1 side of 4" x 6" Show postcard (5,000 – 20,000) 20 Social Media Campaign on all platforms before show! Voice Over Ad 30 sec Pre-show Business Name/ Logo on 4' x 8' Roadside Show Banner 1 Email Blast Campaign to schools list	<input type="checkbox"/>	\$2,000
SUPERSTAR	10 Free VIP Tickets with Backstage Passes Full Page Ad on the show Website with Hyperlink to your website 4'x8' Full-Colored Banner on front of the stage during the show Business Name/ Logo on All Full Color Show Flyer Name on 1 side of 4" x 6" postcard 20,000 postcards 30 Social Media Campaign on all platforms before show! Voice Over Ad 60 sec Pre-show Business Name/ Logo on 4' x 8' Roadside Show Banner 3 Different Email Campaign to schools list	<input type="checkbox"/>	\$3,000



Benefits Details

- ❖ **Free tickets** – General admission to the show (Ticket price varies)
- ❖ **VIP tickets** – VIP allows entry into the show (includes reserved seating /early entry)
- ❖ **VIP Tickets with Backstage Passes** – VIP allows entry into the show (Includes Front row seating, early entry, Backstage before show and pictures with Reggie, crew and an Illusion)
- ❖ **Website Advertising w/ Hyperlink** - (we will place your Business URL on our Website and Facebook Page so customers will just click the button and go directly to your website or whatever Landing page with Call to Action you would like, remember this is where the customers will go to buy tickets as well)
- ❖ **Advertising on postcard** - (These are professional glossy 4x6 postcards, depending on what package you decide on, you can put whatever business marketing of your choice, discounts, etc. on the postcard that will get widely distributed) We will do all the graphics for you as well.
- ❖ **Advertising on Banner Named** - Full-Colored Vinyl Banner with just your business placed on front of the stage during the show. We have thousands of people watching the stage area before, during and after the show and they will not miss the huge banner of your business proudly displayed the entire time.
- ❖ **Advertising on Posters** - Poster-Full Color 8.5"x 11" and 11"x 17" Show Flyer (These are professionally printed posters that get displayed around the tri-county area including inside of the schools. We have a team that puts them up so we make sure they are displayed all over and placed strategically)
- ❖ **Advertising on Roadside Banner** - (These banners are built to last in all kinds of weather and it is one of the best ways to reach thousands of people. We have proven it is the icing on the cake when it comes to letting people know about the show. It gets them excited and then word of mouth gets around the community.) This banner will have the Show Information date, time etc. along with your Company as the Presenting Sponsor. We like to keep this sign clean and not full of a lot of details so people can really read what is placed on the banner, Your Company!!)
- ❖ **Social Media Post-** Approximate 6 to 8 weeks before a show date we will post your business (according to your package) on ALL Reggie Rice's Social Media Sites 20,000, plus the schools Facebook page as well. We have a professional company that understands how to get Facebook events and posts promoted and with over 20,000 fans, and it is a sure winner to promote your business. This is not just Facebook, but Twitter and Instagram, as well.
- ❖ **E-Mail Campaign** - We will send out Email blast to all in ours and the organization database and depending on what package, your Company can be the featured sponsor. Email is still a great form of advertising.
- ❖ **Voice Over Ad** - Played the night of the show before Intermission and after the show. We get a new voiceover for every show that will be played before the show starts. This is a great time because people are just sitting waiting for the show to start so you have a captured audience. It will say exactly what you want to promote your business)

MARKETING MATERIALS PACKAGE

ITEMS	Description PACKAGE 1	Qty.	Amount
Postcards	4" x 6" Double-Sided Full-Colored UV-Coated	5,000	\$150
Roadside Banners	4'x8' Full-Colored Vinyl Banner	2	\$125
Flyer	Full Color 8.5"x 11" Show Flyer	10	\$5
Poster	Full Color 11"x 17" Show Poster	5	\$10
Tickets (Optional)	Printed Tickets	250	\$60
	Total Package Coast	Total	\$290 - \$350
ITEMS	Description PACKAGE 2	Qty.	Amount
Postcards	4" x 6" Double-Sided Full-Colored UV-Coated	10,000	\$260
Roadside Banners	4'x8' Full-Colored Vinyl Banner	4	\$200
Flyer	Full Color 8.5"x 11" Show Flyer	20	\$10
Poster	Full Color 11"x 17" Show Poster	10	\$20
Tickets (Optional)	Printed Tickets	500	\$80
	Total Package Coast	Total	\$490 - \$570
ITEMS	Description PACKAGE 3	Qty.	Amount
Postcards	4" x 6" Double-Sided Full-Colored UV-Coated	15,000	\$375
Roadside Banners	4'x8' Full-Colored Vinyl Banner	6	\$285
Flyer	Full Color 8.5"x 11" Show Flyer	40	\$20
Poster	Full Color 11"x 17" Show Poster	25	\$50
Tickets (Optional)	Printed Tickets	1,000	\$140
	Total Package Coast	Total	\$730 - \$870
ITEMS	Description PACKAGE 4	Qty.	Amount
Postcards	4" x 6" Double-Sided Full-Colored UV-Coated	20,000	\$500
Roadside Banners	4'x8' Full-Colored Vinyl Banner	8	\$360
Flyer	Full Color 8.5"x 11" Show Flyer	50	\$25
Poster	Full Color 11"x 17" Show Poster	50	\$75
Tickets (Optional)	Printed Tickets	1,500	\$190
	Total Package Coast	Total	\$960 - \$1150

EXAMPLE OF A "FOOL OF ILLUSIONS"
8.5" X 11" FLYER



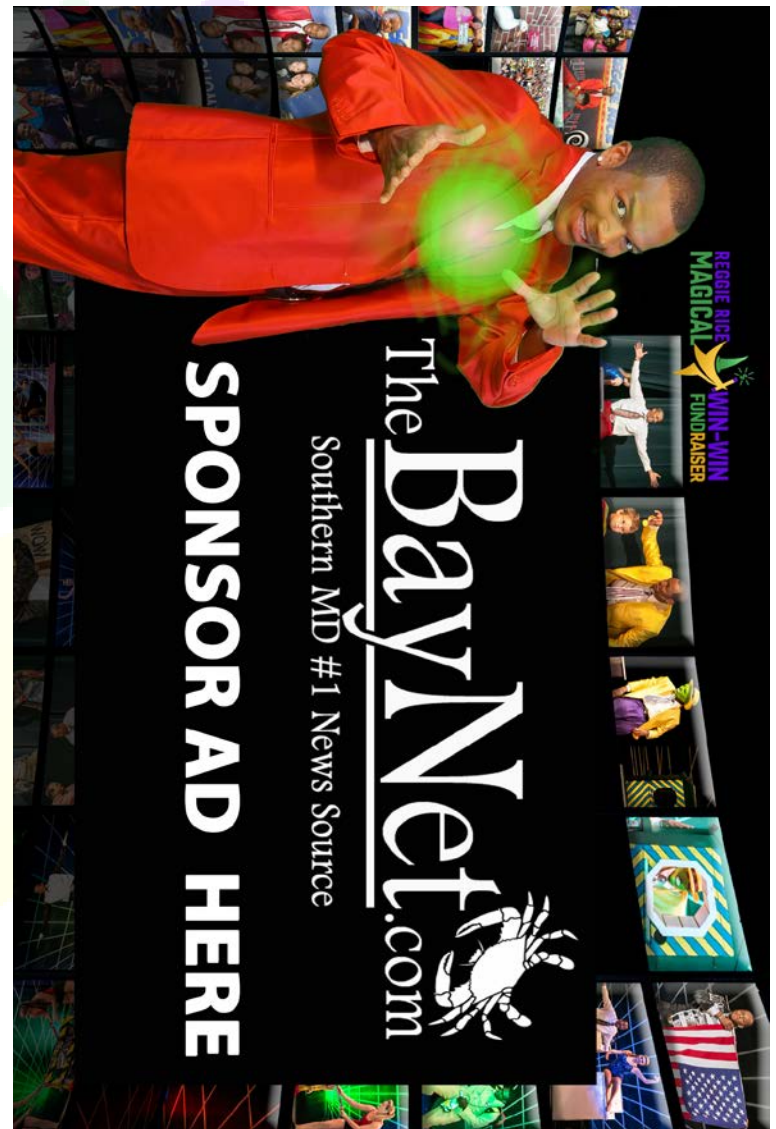
NORTH POINT HIGH SCHOOL PRESENTS
REGGIE RICE
FOOL OF ILLUSIONS
A BRAND NEW SHOW

90 MINUTES OF FAMILY FRIENDLY FUN!

SAT, MARCH 24TH
SHOW TIME 7PM
TICKETS \$10.00 IN ADVANCE \$15.00 AT THE DOOR
www.FOOLOFILLUSIONS.com 240-307-0050
NORTH POINT HIGH 2500 DAVIS ROAD WALDORF, MD 20603

WINNER
3 TIME
COMEDY MAGICIAN
OF THE YEAR
ILLUSIONS FUNDRAISER

EXAMPLE OF "FOOL OF ILLUSIONS" 4" X 6" POSTCARD



EXAMPLE OF “FOOL OF ILLUSIONS” TICKET



Piggyback Fundraiser Ideas:

1. Large Item Raffle –

- Prizes can be donated by local businesses
- If you would like to get big item, like a riding lawn mower, go to a retail shop and let them know this is fundraiser. They will agree to a discounted price.
- Once you have made the payoff price, the rest is profit!
- If you start early, you can even do the same with a larger item (ex.- car, ATV, boat etc.)
- You would also advertise what company is sponsoring the raffle

2. Souvenir Program -

- Sell ad space to businesses
- A free program handed out at the show and very popular because all the kids want autographs after the show from Reggie Rice.
- We can discuss price for business card size, ¼ page, ½ page, and full page
- You get the businesses and we complete the souvenir program/booklet for you

3. Ticket Stubs –

- Businesses can put their company name and information on 500- 1,000 ticket stubs
- Make great souvenirs

4. 50/50 Raffle -

- An easy way to make extra money and we can do the drawing at intermission
- We will supply the tickets

5. VIP BACKSTAGE PASS - (\$25 a Person)

Front row seat

Come backstage and get a picture with Reggie Rice & the Cast!

Picture within an Illusion

Early entry

6. VIP Bundle –

- This is for a bundle of tickets that businesses can purchase VIP Tickets
- Bundle A – Get 5 tickets with backstage passes and picture with the crew for \$100.00
- Bundle B – Get 10 tickets with backstage passes and picture with the crew for \$200.00
- Bundle C – Get 20 tickets with backstage passes and picture with the crew for \$300.00
- These tickets can be distributed to less fortunate to come enjoy the show or to hand out as appreciation for their employees

7. Pledge -

- Conduct a contest within your school that students would like to see
- They can donate as much as they want to see their favorite teacher, principal, or coach be part of the show and in a danger's way! (All in good fun!)
- During the show, we can have the person that gets the most pledges be put in the guillotine or get a "pie in the face," or something in that department.

8. Concession Stand –

- A great way to sell food, drinks, candy
- Can be sold at the beginning while people are standing in line, during intermission, or as people leave.

9. Coloring Contest –

- Kids pay \$2.00 to enter Reggie Rice Magic Coloring Contest
- Winner gets to join Reggie on stage during the show and get recognized

10. Magic Friend for a Day/Lunch Party

- Reggie will come spend the day with one lucky kid and his/her friends at lunch.

11. Houdini's Mystery Trunk

- This is a great, fun way to raise money. We will bring in a prop from the show that is a big clear box, filled with different prizes the kids can buy tickets for. During the show, the trunk will be brought on stage and the winner will be drawn.
 - Elementary – Rice Crispy Treats, Toys, Games
 - Middle School – Candy, Movie Tickets
 - High School – Money Candy

12. Silent Auction

ALL of the money from the piggyback fundraisers is on top of the show's ticket sales!