

Emerald Owl Productions:

Opened in 2015. BBB Accredited since 2021

North Carolina Association of Festivals & Events: 2022 Best Supporting Member

Electric Light Fantasy; Wilson, NC: Best NC Downtown Event/Series presented by the North Carolina Main Street Center.

First Day of Business School:

Focus on a common problem and find a way to provide a reasonable solution.

QCES IS ALREADY DOING EXPERIENCE BASED FUNDRAISERS:

Most schools are doing product fundraisers.

If you already have things that are working, I don't want to try to tell you to try EOP instead.

EOP would like to brainstorm with you to see if we can take your already successful fundraisers to an even higher level of success or perhaps partner in another way.

DANCE MARATHON

Organizing a Dance Marathon is what actually started EOP.
Here is a sample of what we did and how we built our model.

Student Committees:

- Signs
- Commercials
- Theme & Decorations
- Merchandise
- Activities
- Sponsorship

\$30.00

Entrance to Dance Marathon (Laser Light Glow Party)

\$50.00

4 free glow items
3 slices of pizza
3 snacks
3 drinks

\$75.00

2 buckets of slime to dump on a teacher

\$100.00

6 buckets of slime

Chance to win your \$100 back

Free ticket to Middle School Formal for 8th Graders (\$20)

\$250 and higher

Chances to win larger prizes

- computer, phone, etc.
- autographed sports gear
- amusement park getaway with 2 nights hotel
- Gift cards

TEACHER/STAFF PRIZES:

Staff earned chances to win highly desirable prizes such as a “Mountain Get Away.” Smaller prizes are given away throughout the event.

One chance working for 3 hours. One chance for each additional hour. One chance every 10 times being slimed!

WHO PAYS FOR THIS? Event generated the revenue so that these costs were budgeted as “Event Investment” to help grow the event for everyone.

OBSTACLE: FUNDRAISING OBSTACLES & SOLUTIONS

Fundraising is CONSTANT!

If you are involved in sports or any other organization, you will be asked to do multiple fundraisers per year.

The average person is not comfortable asking friends and co-workers to support numerous fundraising causes throughout the year.

Most people buy fundraising products to support the kid or the cause, not necessarily out of a need for the product.

Products are often overpriced to allow the school or organization to profit.

OBSTACLE: VOLUNTEER BURNOUT

Have you ever been in an organization where the same few people are constantly volunteering to do everything?

The event is too dependent on one or a few individuals. What happens if that individual has to step away for any reason?

Volunteer exhaustion is a very real issue. It can create significant tension at home often leading the volunteer to step away suddenly and at the worst possible time.

IMAGINE:

- * Students participate in a variety of memorable experiences that are fun, interactive, and unforgettable
- * Parents get a much needed DATE NIGHT.
- * In many cases, the donation is less than what a sitter would cost.
- * Restaurants provide specials to parents the night of the event. Parents have the option of having the restaurant give the money saved back to the school.
- * Teachers and Staff get to have fun too! EOP will provide special times for “Staff Only” team building fun!

HOW:

Create a HIGH QUALITY, HIGH VALUE EXPERIENCE that:

- * nearly everyone looks forward to each year
- * students always remember as a positive memory of school
- * is designed where EVERYONE involved wins
- * generates enough revenue to be sustainable on its own
- * eventually eliminates the need for the other fundraisers

What EOP Does NOT Provide:

- * Cheap Entertainment
- * Standard DJ service (We include a DJ with many of our experiences)
- * Cut corners to save either of us a few dollars
- * Offer a cookie cutter, one size fits all fundraising model
- * Offer false guarantees and promises
- * Give huge promotional discounts (The WORST thing a vendor can do to a fundraiser!)

WHAT EOP Does Provide:

- * General Liability Insurance (Cincinnati Insurance)
- * Professional, high quality and value entertainment
- * Event planning
- * Logistics guidance
- * Unique and memorable experiences
- * Customized experiences to meet your goals
- * Interactive intangibles
- * Data driven fundraising models that are sustainable for the LONG TERM
- * Honesty (We will tell you what we need and will also tell you if something won't benefit you)

FOCUS ON THE EXPERIENCE AND THE PROFITS WILL TAKE CARE OF THEMSELVES

EVERYTHING IS CUSTOMIZED TO FIT GOALS & BUDGETS

We always find out goals first -- then we put together packages or scenarios to make those goals a reality.

If we can't do it, we will be honest and offer what we can do.

EOP's BIGGEST OBSTACLES

- 1) Set up and strike process is "out of the box"
- 2) Sometimes perceived as too expensive before having the opportunity to show how number can work

Schools have 4 major advantages others do not:

- 1) Date Flexibility - Off Rates
- 2) Constant Communication with Potential Participants
- 3) Enough Potential Participants to Make Events Affordable
- 4) High Sponsorship Potential

THREE TYPICAL CLIENTS

- 1) Wants to pay for everything and make the event free for participants

(Towns, cities, businesses, etc. that have entertainment budgets and it is someone's job to put on events)

- 2) Wants to charge participants with the goal of breaking even

- 3) Wants to charge participants with the goal of having a fundraiser

FREE EVENTS

Free events do not usually work with schools unless:

- a) sponsored by local businesses
- b) parents chip in to pay for it (Block Party Model)
- c) Experience is set as a reward for another fundraiser and included in the budget if the goal is met

Professional entertainment has several fixed costs that are the same regardless of event and participation (Insurance, day rate for workers, equipment reservation, etc.)

A 100% free event means there is no way to generate additional revenue.

BREAKING EVEN EVENTS

These are typically the easiest to make work. School does not need to profit so the participant fee can be less.

Upsell experiences can be made available.

Typically 2-3 quotes that is decided based on ticket sales

Do not want to charge a higher level if turnout is small; yet do not want to scale it down if turnout is high

Ex: School in PA did \$10 per student and parents free; 300 students — \$3,000 experience

FUNDRAISING EVENTS

We use our “experience” to create affordable experiences for participants.

Amusement Park Model:

Pay one rate to get in for the entire time which includes certain things (rides)
Concessions, merchandise, and a few additional experiences cost more.

Most schools cannot and do not wish to take the risk of a fixed market rate.

EOP will work on a “Break-Even” model or an agreed upon shared revenue model that will be customized for each school based on their goals.

This allows for that first year event to take place with minimum risk.

Both parties have motivation to grow the event for the future.

Note: We do not recommend replacing your only big fundraiser with us the first year as this may take 2-3 years to grow into what you need it be financially.

OBSTACLE: ELIMINATING “GOOD COSTS”

True or False:

If we spent \$10,000 on an event and generated \$20,000, we made a \$10,000 profit. If we had only spend \$5,000, we would have made \$15,000.

FALSE

Reason One:

The amount of money you can ask from participants is highly dependent on the perceived quality of the experience.

If you cut quality, people will not pay as much for it.

Ex: Upgrade costs \$2,000. 200 people pay \$50 instead of \$30 because of the upgrade. This upgrade is now a \$2,000 profit (200 X \$20 increase = \$4,000)

Reason Two:

Not Distinguishing Between Fixed Costs vs. Variable Costs

Fixed costs are necessary costs for an event to happen that typically do not fluctuate based on participation

(Ex: Venue rental, live entertainment, fuel, hotel, daily per diems, technicians)

Most fixed costs do not generate revenue directly.

Variable costs are “good costs” that increase or decrease as participation increases or decreases. These costs are often “upsold” in order to be profitable.

Ex: Charity dinner costs a non-profit \$40. The organization charges \$100 per plate. The organization wants to pay that \$40 charge as many times as possible (because each one means another \$60 profit!)

The more people that participate, the higher this cost will be....but so will the bottom line!

If 1,000 plates sold, someone unfamiliar with the process could look at the outgoing number and say “You spent \$40,000 on food!?!?! We need to cut that down!” In reality, that \$40,000 cost generated \$60,000 in profit!

Example:

If there is one admission rate of \$10 that includes everything, even people who would have spent \$25 or more will still only pay \$10 if there is no reason to pay more.

Example of “Good” Variable Costs

	\$25.00	\$50.00	\$100.00
Variable Cost Per Participant	\$0.00	\$10.00	\$30.00
Profit Per Participant	\$25.00	\$40.00	\$70.00
Cost per 100 participants	\$0.00	\$1,000.00	\$3,000.00
Profit per 100 participants	\$2,500.00	\$4,000.00	\$7,000.00
Cost per 200 participants	\$0.00	\$2,000.00	\$6,000.00
Profit per 200 participants	\$5,000.00	\$8,000.00	\$14,000.00
Cost per 500 participants	\$0.00	\$5,000.00	\$15,000.00
Profit per 500 participants	\$12,500.00	\$20,000.00	\$35,000.00

“LARGE EVENT” SOLUTIONS TO OVERFUNDRAISING & BURNOUT:

If other fundraisers can be eliminated, the overall time investment will come down.

EOP will take as much off your plate as possible. (Decorations are optional or have the kids do glow in the dark handprints on large paper hung the day of the event)

Assign roles based on people’s strengths; One person cannot be the contact for every aspect of the event.

Allow volunteers to enter drawings for prizes

Allow volunteers to participate in the fun

Invite other charitable groups such as a local Rotary Club to assist with certain parts of the event

IDEAS FOR PARTNERSHIP

- 1) Break-Even Event
- 2) EOP Fundraiser
- 3) Reward for Reaching The Goal of an Independent Fundraiser (EOP Reward budgeted for in the goal)
- 4) STEAM Pilot Program (The Science Behind Your Laser Light Glow Party)
- 5) Partnerships with High School (may be fundraisers for clubs at the high school; high school students put on a super fun event for the elementary school students)

FEE STRUCTURE OPTIONS

- 1) Fixed Rate for certain experiences that have Fixed Costs Only (costs not impacted by participation)
(Break-Even Laser Light Glow Party)
- 2) Fundraising: All Overhead Costs Covered First; Shared Revenue Percentage Tiers
- 3) Reduced Fixed Rate Plus Variable Rate (for experiences with costs that are impacted by participation)
(Foam Party, Slime Time — supply amount is based on participation)

Note: The percentage kept by the client can be put towards the fixed rate.

Having options allows for that first year event to take place with minimum risk. Both parties have motivation to grow the event for the future.

NEXT STEPS - NOT INTERESTED:

If not interested, please be honest. We pride ourselves in finding solutions. If you give us an “obstacle,” we will likely find a solution.

If not interested, we will respect it.

We may ask for feedback, but will not try to change your mind.

NEXT STEPS - INTERESTED:

If interested, we will have a planning session in order to present a proposal to the principal and any other decision makers for approval.

If approved, we will require contacts for the principal and head of building maintenance. The information we will need to get from them in order to customize your experience is too important to get 100% accurate that we cannot “go through another person.”

Once approved by the school administrator, we will begin finalizing the details of your first EOP Experience.

Michael Meyer
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