



FEILDING FUNDRAISER

FUNDRAISING...

**... LET US HOST A
MOVIE FUNDRAISER
FOR YOU?**

**We can help your group earn
over \$350 in one night with
minimal effort all while being
entertained yourself!!**

**only legitimate fundraising groups will be accepted*

To enquire about running a fundraiser,
please contact us via our fundraiser
contact page on our website.

version October 2015

www.focalpointcinema.co.nz

OUR FUNDRAISER CONCEPT IS SIMPLE AND FUN

1. Your group sells the tickets for a movie and drink combination.
2. Focal Point Cinema & Café screens a movie to your group on a chosen night and provides each person on arrival with a drink of their choice (wine, beer, coffee, juice etc.).
3. Focal Point charges your group a discounted price for the movie and a nominal cost price for the drink.
4. Your group retains the difference.
5. It's a win-win and so easy!

ORGANISING A MOVIE FUNDRAISER IS ALSO EASY

Just follow these steps:

1. Choose a **Movie**. Have a look at our **Now Showing** and **Coming Soon** pages on our website. We are more than happy to discuss other possible movie options with you.
2. Choose a **Date**. A minimum of two weeks' notice is required. Please note that we do not host fundraisers on the opening night of a new movie, or Friday and Saturday nights.
3. Choose a **Screening Time** of either 6pm or 8.30pm.
4. **Send us your application** by filling out our submit form on our website. This can be found on our **Fundraisers** page under the **Functions** tab on our website www.focalpointcinema.co.nz
5. We will e-mail you back with confirmation or for further discussion.
6. Once steps 1-3 have been approved by Focal Point you can then design and print your tickets. (See **Your Tickets** information below for what is required to be on the tickets).
7. **Sell your tickets** and **collect the money**. Maximum tickets is 40.

HOW MUCH MONEY CAN YOU EARN FOR YOUR FUNDRAISING CAUSE?

1. You sell your tickets for \$22 each.
2. We charge your group the discounted price of \$9 per person for the movie and a nominal cost price of \$3.50 for the drink.
3. Therefore on the night we charge your group \$12.50 per person and you keep the balance of \$9.50.
4. Please note that if less than 30 people attend on the night the movie price increases to \$11 and therefore our overall charge increases to \$14.50 per person.
5. This example is based on all 40 tickets being sold and all attend the screening

40 tickets sold @ \$22		\$880
We charge you 40 x \$12.50	Less	\$500
Profit retained by your group		\$380

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YOUR TICKETS

The following must be included on your fundraiser tickets

1. Movie Title and NZ Censor's Rating if available at 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 & Café, 81 Manchester St, Feilding.**
5. The price: **\$22**
6. Include the following statement: **For your dinner reservations please ring 06 323 0218.**
7. Optional: Images and ticket numbers

IMPORTANT FUNDRAISER & FOCAL POINT RULES

1. Payment to Focal Point must be made at the time of screening or prior.
2. No food or beverage can be brought into Focal Point premises.
3. No bookings for Fundraisers will be accepted on the opening night of a new movie, or Friday and Saturday nights.
4. All tickets must be pre-sold. There is to be no ticket sales from Focal Point premises and no printed or electronic advertising on Focal Point premises or Facebook page.
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 New Zealand law. Please note that we may request proof of age and refuse entry if not provided.

WHY DO FOCAL POINT CINEMA & CAFÉ LOVE HOSTING FUNDRAISERS?

At Focal Point we value the community that we are part of so the win-win nature of our Fundraisers allow us to give back to the community.

Our fundraiser concept rewards those groups that are prepared to help themselves, and we like that kind of attitude.

While the fundraiser event itself is not exactly viable for Focal Point we do look to derive additional income from additional food and beverage sales such as evening meals.

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

Organising a fundraiser is easy and the event is enjoyable.

We look forward to seeing you.

Matt Bell

Film Content Manager - Focal Point Cinema & Café

027 444 1473

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Generating \$25,000 for community groups



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 the 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 and Horowhenua 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 up to 56 tickets....and that's it," she says.

In return, a movie pre-approved by the group is privately 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 where 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 before-hand, 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.