

Fundraising at The Regent Cinema Pahiatua

Looking for a fun way to fundraise?

Bring your school, church, community group, or private event to the Regent Cinema.

Fundraising with the Regent Cinema is effective and easy to arrange.

It's simple; you choose your film, set your price, promote it, and enjoy the returns on show night.

We are here to help guide you through the process and are happy to answer any questions that you may have along the way.

Your support not only helps raise funds for your organisation, but you can also feel good knowing your group is helping keep cinema alive and well in our community.

Booking your next fundraiser with us couldn't be easier.

The Details

How much does it cost?

Cinema hire is \$1,000 (incl GST). A \$300 non-refundable deposit must be paid at the time of booking. Your booking is confirmed once your deposit has been paid.

How do I book a film?

We can screen one of our upcoming, new release films or play an older release of your choosing.

How many people does the cinema seat?

The cinema seats 110 plus 2 wheelchairs or 1 wheelchair and one mobility scooter (with lift access from the foyer to the auditorium). If the persons in wheelchairs are not able to self-mobilise, a designated person must be on-hand to mobilise them in case of an emergency. If required, a maximum of 20 chairs may be added to the back of the cinema with prior approval from management.

How much can our fundraiser make?

Your profits will depend on the ticket price you charge, the number of tickets you sell, and ultimately **how well you promote and sell your event**. To ensure a good profit, it is vital that you pre-sell your show. If you rely on door-sales on the night, you run the risk of losing money. The proven best way to sell tickets is going directly to your people - don't wait for them to come to you. Social media and email promotion is also recommended.

Our current ticket charges are: \$15.00 adult, \$12 senior citizen/student and \$8 child (primary school), but you will need to charge more than that to make a reasonable profit. As this is a fundraiser, we suggest you sell tickets for a single flat rate.

Your admission charges & number of tickets sold will directly reflect your profit.

WAYS TO MAKE THE MOST MONEY FOR YOUR ORGANISATION

If you sell 110 tickets for \$20 each: 110 @ \$20 = \$2200.00
Less costs \$1000.00
Your profit = \$1200.00

If you sell 110 tickets for \$25 each: 110 @ \$25 = \$2750.00
Less costs \$1000.00
Your profit = \$1750.00

Add more value to your fundraiser:

Provide supper (home-made or donated) at intermission, or before the show if you do not require an intermission.

Promote your tickets as *"Ticket price includes supper"*

Donated spot prizes: lucky seat numbers, best-dressed person, etc.

Door-raffle sales – prizes donated by sponsors.

Sell raffle tickets to the public **before** the day of screening as well as at the door on the night of the screening, and draw the raffle either before the movie starts or at intermission. Pre-selling raffle tickets is a great way to promote your fundraiser well before the date.

Anything else I need to know?

SALES + PAYMENTS

You are responsible for all advertising and promotion, for providing tickets, and for providing all staff for the screening. The Regent Cinema holds no responsibility for poor sale numbers.

An invoice of \$1000 (less your deposit) will be issued on the day of your screening. Full payment should be settled within 7 days of the screening.

For on-line banking, pay to:

Pahiatua Upstairs Cinema Society. Kiwi Bank. Account No 38-9023-0164738-00

PROMOS

The Regent reserves the right to screen advertisements and/or trailers (of duration up to 10 minutes) prior to the main feature starting.

If the film you are showing is an in-season opening night showing, it may help your group to promote it as a "District Premiere" Fundraiser.

SAFETY FIRST

To comply with OSH regulations, we will need to know **the exact number of people in the auditorium**. The theatre manager will be on duty at all times during the screening.

You and any group members or helpers working with you **must** familiarise yourself with the emergency evacuation procedure and the position of the fire alarms, fire extinguishers and emergency exits.

You should have a plan of action in case of an emergency.

FOOD

You are welcome to use the kitchen and serve supper, however, you may not sell or provide snacks such as: confectionary, chippies, popcorn, soft drinks, ice creams, etc. The cinema reserves the right to open the Regent Candy Bar before the screening and at Intermission if we choose. Income from candy bar sales remains with the cinema. We rely on our candy bar sales to help fund on-going running costs.

BE A TIDY KIWI

We ask that at the end of the screening the upstairs auditorium, the foyer and the toilets are left as found, in a clean condition and all rubbish bins in the auditorium, toilets and foyer emptied into the theatre wheelie bin. Cleaning equipment is provided & can be found in our cleaners' cupboard. If you use the theatre kitchen and any kitchen equipment or utensils, you must leave it clean and tidy, and **you must dispose of your own kitchen waste**.

PLEASE NOTE: Food waste& scraps must NOT be left in the theatre's wheelie bin.

LIQUOR

The Regent Upstairs Cinema does not hold a liquor licence. Your organisation may sell or serve alcohol, but you will be required to hold a liquor licence and will be responsible for adhering to licensing laws. Securing a liquor licence takes time and costs money, so plan accordingly.