



CRUISIN OLDIES CONCERT FUNDRAISER

Cruisin Oldies Concerts Of Southern California is proposing a fundraising event for your chamber of commerce. The fundraiser is an oldies concert to be held at an auditorium in your area through which we enable you to raise between \$10,000-\$15,000 from ticket sales.

We do not charge any upfront fees to you if you choose the Wonder Of Elvis Tribute, without a backing band.

Much of the cost of producing the show will come from ticket presales. At the close of the concert, we take a percentage of the ticket sales, generally about \$5.00 per ticket sold.

If you decide on a larger show with backup musicians, or choose a headliner such as THE DRIFTERS, there will be additional charges for these acts, listed below.

HOW IT WORKS

1. CHOOSE A SHOW
2. CHOOSE A DATE
3. CHOOSE A VENUE
4. START SELLING TICKETS

CHOOSE A SHOW – Each show consists of 2 acts of 45 minutes each. The first act is the “opening act,” the second act is the “headliner.” Your choices for the opening act are:

BLUES BROTHERS TRIBUTE
EVERLY BROTHERS TRIBUTE
LOST IN THE 50'S – SOCK HOP SHOW
FRANKIE VALLI & FOUR SEASONS TRIBUTE
HAWAIIAN LUAU SHOW

Your choices for the Headliner are:

The Wonder Of Elvis Starring Elvis Tribute Artist Mark W. Curran (FREE)
Suspicious Minds Show Band – 6 pieces, plus backup singers (\$3500)
The Drifters Starring Original Bobby Hendricks (\$5000)
Comedian/Singer Donnie “Mission Bell” Brooks – (\$1500)
A Tribute To The Platters – (\$2000)
A Tribute To The Coasters – (\$2000)
A Tribute To The Drifters – (\$2000)

2. CHOOSE A DATE – It’s best to allow 3-6 months for planning and promotion. Saturday nights work best. Please contact us to see if we have the date available.

3. CHOOSE A VENUE – This will be the auditorium or theater where we will hold the concert. It can be in a high school auditorium, church, or performing arts center, anywhere we can sell a minimum of 500 seats.

4. START SELLING TICKETS! – We provide you with printed materials, tickets, flyers, posters, and a detailed marketing and promotion plan on selling tickets. We recommend you announce the show in your monthly newsletters, and get your members involved in selling tickets.

PROMOTING THE EVENT:

It’s always a good idea to run ads in local newspapers announcing the show so that the general public can attend.

Appointing a small committee of 2-3 people to work several hours per week promoting the show is a good idea.

You will be getting the word out to your members and to the general public through the internet, newspapers, flyers, posters and word of mouth!

HOW MUCH CAN WE MAKE?

Here is a sample breakdown:

Cost of Show: \$4000 (Band, Theater Rental, Staff, Box Office Fees) (This figure depends on act chosen above)

Printing: \$500 (Posters, Flyers, Artwork)

Advertising: \$500 (If needed)

Total Cost Of Show: \$5000.00

Profit Projections:

Number Of Tickets/Seats: 500

Ticket Price: \$35.00

Surcharge On Ticket: \$5.00 (For organizing event)

15,000 (ticket revenue)
- 5,000.00 (cost of show)

Approximate Profit to Chamber: \$10,000 (This figure will be higher if you decide to go with my solo act, or we get a larger theater to sell more tickets)

