



GPO Box 3008 ■ Darwin NT 0801 ■ Tel: (08) 8941 4377 ■ Fax: (08) 8981 9755 ■ ABN: 19 676 696 024

Deckchair Cinema Fundraiser Information

Deckchair Cinema is available for hire by not-for-profit, Darwin-based community organisations for fundraising movie screenings once a week* throughout our season (April – November).

**Deckchair Cinema fundraising nights have historically been Thursday nights but in 2016 we changed them to Sunday nights. We look likely to keep fundraisers on Sundays but there is a small chance we will return to Thursday after we have finished analysing figures and feedback.*

A fundraising night is a great way for your organisation to get together, promote your cause to the community, and raise funds. We will work with you to find a film that is suitable for your group and will attract as big an audience as possible.

Deckchair Cinema seats 400 people across our deckchairs and garden chairs – this is our maximum capacity for ticket sales and would be a full house!

If your organisation is interested in applying to have a fundraiser next season – read through this document carefully to make sure that a Deckchair Cinema fundraising event is right for you, and **then complete the online application form by 31st January.**

ELIGIBILITY

To be eligible your organisation must:

- Be a not-for-profit community organisation, charity, school, or sporting club based in Darwin
- Hold and provide evidence of a current ABN and public liability insurance; current at the time of your fundraiser event for not less than ten million (\$10,000,000.00)
- Read this document, and complete the online Fundraiser Ballot Application form via our website before 31st January.

Each organisation is only eligible for **one** fundraiser date per year.

Applications are **only** accepted through the online ballot form via the Deckchair website.

Not a school, community group or not-for-profit? The Deckchair Cinema can also be hired for corporate events, or private use. Please email <mailto:manager@deckchaircinema.com> for more information.

WHY HOLD A FUNDRAISER AT DECKCHAIR?

1. Potential for fundraising

Your organisation can make a profit through reimbursement from the Box Office sales, and from your food stall(s) and raffles. A sell-out film together with dinner and raffle sales has the potential to raise about \$5,000 net profit for your organisation!

Tip: generally speaking you will need to sell at least ~100 tickets to breakeven; this takes into account your Venue Hire Fee and the Film Hire Fee (see next section **Associated Costs**).

Many organisations try to get food (for the meals you need to provide) and raffle prizes donated/supplemented to reduce their overheads.



An operation of the Darwin Film Society



2. Potential to raise awareness of your cause

Many organisations also use the fundraisers as an opportunity to engage their members and the general public about their cause. Successful fundraisers are welcome to bring collateral around their campaigns, other events, show a slideshow or video on the night etc.

3. Social occasion, and/or say 'Thanks' to your community

Getting together at Deckchair is a social and fun occasion! Many organisations use the fundraisers as an opportunity to relax and mingle together.

HOW DOES THE FUNDRAISER PROCESS WORK?

1. Once you complete your application (applications close January 31st annually) you will be entered into the ballot.
2. If your organisation is selected you will be allocated a date. While every attempt is made to select your specific date preference unfortunately there is high demand for some dates so this is not always possible.
3. We will email if you are successful advising the date and asking for a deposit to secure your fundraiser. At this time you will also be asked to complete our Venue Hire Agreement.

You will also be notified if your application was not successful.

ASSOCIATED COSTS

There are costs that need to be considered prior to applying for your fundraiser. *The cost for holding your fundraiser are broken into two components; venue hire fee and film hire fee.*

a.) Venue Hire Fee

The cost to hire the venue is **\$600.00** (inc. GST). This covers Deckchair Cinema's costs for:

- Staff: Duty Manager, box office and kiosk on the night
- Management prior and the lead up to your fundraiser
- Film freight and administration
- A listing on our program (calendar listing)
- A listing of your film and fundraiser on our website

Your organisation will be invoiced the Venue Hire Fee by mid-February as a deposit to confirm your fundraiser booking. Payment is required within 2 weeks of invoicing (late Feb/early March) This confirms to Deckchair Cinema that your organisation is committed to the fundraiser, reduces the potential for last minute cancellations and ensures that other organisations may take your place if you are not able to confirm your booking.

The Venue Hire fee is non-refundable within 60 days of your fundraiser.

b.) Film Hire Fee

Deckchair Cinema is required to pay the distributor of the film between 25% - 40% of the total ticket sales as hire cost for the film. This fee is set by the film company and is not negotiable. Film Hire Fee specific to your film choice will be advised upon confirmation of your film booking, Deckchair Cinema cannot give an indication of Film Hire Fee prior to booking confirmation.



If you choose a film which is difficult to source or make a late change to your film choice there may be an additional fee of \$100 (inc. GST), to cover film freight, booking and administration.

The Film Hire Fee will be subtracted from your ticket sales from the evening, with the remainder being profit for your organisation! This reimbursement will be deposited into your nominated bank account following your fundraiser.

TICKETING

Deckchair Cinema is responsible for administering *all ticketing* for your event. Fundraising groups cannot pre-sell their own tickets, unless bought directly through Deckchair Cinema in advance (refunds not available). Tickets can be pre-booked using the Deckchair website and we will supply you with a link to the ticketing page specific to your event to encourage people to book online. This will help you to estimate the food required for your food stall, and give you an idea of how your marketing and promotion for the event is tracking.

The Deckchair Cinema’s set ticket prices that apply to your event, are as follows:

TICKET	PRICE
Adult	\$16
Concession - full time Australian student, Govt health care card, Australian Apprentices, Seniors card to be sighted on entry	\$12
Members – Darwin Film Society membership card to be sighted on entry	\$10
Children – 5 to 15 years old	\$8
Family – 2 adults and 2 children under 15 years old	\$35

FOOD

Your organisation must provide meals for sale on the night. Deckchair can provide a gas BBQ (1m x 0.5m flat plate) with a gas bottle, and/or a Bain Marie (fits 5 x standard 530 x 325mm trays). You will have access to power connections and we also have a few trestle tables you can use. However there are no other cooking (tongs, condiments) or storage facilities (ovens, fridges etc) available at the venue. Any other equipment you require must be provided by your organisation.

BEVERAGES

Deckchair Cinema is a licensed venue and strictly no BYO. Our kiosk is open from 6:00pm – 8:00pm (gates also open at 6.00pm). The kiosk sells beer, wine, soft drinks (including water, juice, tea and coffee), pre-packaged snack foods and ice-creams. Chilled water is provided free of charge.

Your organisation is not permitted to sell soft drinks, pre-packaged snack foods or alcohol, but we do encourage you sell homemade cakes and sweets. These are always popular!

CANCELLATION

Cancellation must be advised at least *two months* prior to your fundraiser; otherwise the \$600 venue hire fee is non-refundable.



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TERMS & CONDITIONS

By entering the Deckchair Cinema fundraising ballot, and if you are successful in securing a fundraiser, your organisation accepts responsibility for:

1. Promoting and marketing your fundraiser
2. Making the final film choice, suitable to your organisation's needs and audience, and availability
3. Always being courteous, patient and respectful towards Deckchair Cinema staff
4. Supplying food to patrons, e.g. BBQ, and preparing the food
5. Adhering to Deckchair Cinema's liquor license (being a no BYO venue)
6. Sourcing reliable volunteers to run fundraising activities e.g. barbeque, raffles, cake stalls etc
7. Providing all utensils, tablecloths, plates, cutlery, condiments (we encourage you to use biodegradable plates and cutlery, or those which can be returned to you after use and washed), and any other equipment you may need on the night
8. Clearing of all equipment brought into the venue at the end of the evening
9. Cleaning of Deckchair BBQ/Bain Marie and facilities used at the venue at the end of the evening
10. Assistance with the collection of rubbish under the seating, and ensuring the venue is in a clean and tidy state at the end of the evening.

NB: Organisations that do not assist with the cleaning of the venue may incur a \$100 fee to cover the cost of staff.

Deckchair Cinema accepts responsibility for:

1. Assisting your organisation with your film choice and providing advice suited to your audience.
2. Liaising with film distributors including film booking, organising freight, and sourcing of flyers, posters, images and production notes (where possible)
3. Movie / technical equipment and audio facilities (i.e. microphone)
4. Provision of a barbecue with gas bottle, external electricity and trestle tables for food stalls.
5. Ticketing sales and coordination
6. Sale of alcoholic and non-alcoholic beverages, snack foods and ice cream
7. Staff for the kiosk, box office and projection room
8. Dispatch of the film at the end of the evening
9. Calculation and reimbursement of proceeds from your ticket sales after the fundraiser.

Deckchair Cinema does not accept responsibility for:

1. Supervision of children associated with your organisation throughout the venue.
2. Cleaning unreasonable amounts of rubbish left under and between seating and cleaning of food preparation facilities used by your organisation at the end of the evening.