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CINEMA FOR HIRE - FUNDRAISERS

Deckchair Cinema is available for hire by bonafide community organisations for fundraising on Thursday nights throughout the dry season. This document outlines the general terms and conditions of hiring the cinema, and provides some great ideas to assist with getting your fundraiser off the ground.

The Deckchair Cinema can also be hired for special events, or private use. Please phone 8941 4377 to discuss your ideas.

This document is broken into four sections:

1. Terms and conditions of hire
2. Hire Cost
3. Tips on planning your fundraiser
4. Fundraiser Timeline
5. Ballot Box System for Fundraisers
6. Venue Hire Booking Form

1. TERMS AND CONDITIONS

General Info

The period of hire is from 6.00pm-10.00pm.
Gates open at 6.30pm. The film starts at 7:30pm sharp.
Deckchair Cinema seats 300 people comfortably.
You can choose your own film. See 3.1 for further details.

Ticketing

We will provide a box office staff member to organise the box office and entrance to the cinema for your fundraiser.

1. Deckchair Cinema standard ticket prices must be adhered to. These are: \$13(full); \$10 (concession); \$8 (DFS Members, seniors + members of your organisation if you like) \$6 (children) \$30 (family of four)
2. Please ensure that the ticket prices are published on all promotional materials.
3. Deckchair Cinema will fax Final Box Office figures to your nominated number by C.O.B
3. The Deckchair Cinema does not do bookings. You may do presales if you wish – however this must be discussed and negotiated with the cinema.

Kiosk + Venue

Deckchair Cinema will provide a kiosk staff member to set up the venue (sweep, clean prior to the event) and run the kiosk for the evening. They will be available to answer your queries and point you in the right direction for general advice on setting up or to power outlets, extra tables etc.

Your volunteers will be responsible for;

1. Setting up and operating all fundraising activities, bbq, cake stall, raffles, merchandise etc.
2. Cleaning up the cinema at the conclusion of the event.
3. Volunteers are not allowed behind the bar or in the kitchen. Cleaning of bowls, pans, cutlery etc must be conducted to the edge of the kiosk area.
4. All perishable goods must be stored in eskies provided by you – unfortunately we do not have any spare fridge space.

Live Music

Live acoustic music is permitted at the cinema – but under strict terms and conditions of our lease. Please contact the manager to discuss this option.

Projection + technical aspects

The Deckchair Cinema will provide a fully trained projectionist to carry out all the technical aspects of your evening. If you wish to do speeches, draw raffles, play your own music CD or project a slide before your screening you must notify the cinema to discuss the best way to achieve this.

1. Speeches, raffles etc must be governed by a running order – we can help you with this.
2. Music CD, Slide and Running order must be provided to the cinema at least 48 hours prior to your event.
3. If you wish to screen a DVD prior to screening it must be in a 16 x 9 wide screen format and delivered as a playable DVD.
4. If you wish to screen a series of slides prior to the film you must make the slideshow in Microsoft Powerpoint. All images must be centred on the slide and no bigger than 100mm x 150mm. The resolution of the images should be set to 72dpi.

All DVD's and slideshows must be provided to the cinema at least 48 hours before the fundraiser so we can test them.

Food & Beverage

You are encouraged to sell food and beverages at your fundraiser as an extra avenue to make some dollars. There are no cooking facilities on site but we do have a bbq you can use. Be adventurous with what you can do, cake stalls, biscuits and cheese, tea and coffee, soft drinks..... We will provide 2 tressle tables. All other equipment must be provided by yourselves.

1. All food must be prepared off site and brought in for the fundraiser.
2. We can supply a bbq and gas bottle free of charge however you will need to provide your own utensils.
3. There are 3 power outlets available to keep your food hot or to heat urns etc.
4. You CANNOT serve alcohol. The Deckchair Cinema is a licensed venue and alcohol can only be served from our licensed kiosk.
5. If you wish to sell food other than a sausage sizzle (ie curries etc), a Certificate of Registration from the Health Department will be needed. Please read the attached "Environmental Health Fact Sheet" to determine if this applies to you.
6. All volunteers for your fundraiser must be at the Cinema no later than 5.45pm to set up.
7. Volunteers are asked to keep the entrance gate to the Cinema closed at all times whilst setting up. This will stop people from entering the Cinema free of charge.

Insurance

Organisations holding fundraisers at Deckchair Cinema must have Public Liability Insurance. We will require a "Certificate of Currency" as proof of an insurance policy. If your group does not have a current policy please fill in the attached "Special Events Insurance Questionnaire" and fax to TIO Insurance, 24 Mitchell Street Darwin – Fax no 894 60722. They will be a cost involved with this temporary policy which varies depending on the circumstances.

2. HIRING COST

The cost for holding your fundraiser will be broken into two components; venue hire fee and film hire.

Venue Hire Fee

The cost to hire the venue is \$550 (inc. GST). This covers the costs for film booking and freight, provision of staff for projection, box office and kiosk, management time to help you organise your event, listing in our weekly advertisements in the NT News and sun papers, listing in our program, on our website and on our program information line.

Film Hire Fee

You will be required to pay between 25 % - 40% of the total money taken for ticketing. This money needs to be paid to the distributor for the cost of hiring the film. New release and really classic films will be more likely to attract a 40% fee, whilst films a couple of years older are likely to be 25% - 30%.

Here are a couple of examples to give you an understanding of how this will work in terms of your fundraiser and making money.

If you take \$1000 on the door (approximately 100 people)

40% terms = 400 to distributor, \$600 to you.

25% terms = \$250 to distributor, \$750 to you

If you take \$1500 on the door (approximately 150 people)

40% terms = \$600 to the distributor, \$900 to you

25% terms = \$375 to the distributor, \$1125 to you

From the profit you make you will need to pay the venue hire fee of \$550. All profit above this will be yours, alongside profit from all the other fundraising activities you conduct.

3. TIPS ON PLANNING YOUR FUNDRAISER

Choose the right film

Select a film that people recognize. It's a great idea to choose a film which is a new release or which people may not have seen for a while. Another idea is to choose a film which fits in with the cause you are fundraising for or is related to the organization you belong to. If your fundraiser occurs during school holidays, it's a good idea to have a family film ie. PG or G rated and a shorter film (<100 minutes) is the way to go.

We are able to source most films – so don't be afraid to give us a suggestion list. The other option is to choose a film which we will be screening at the Deckchair Cinema. Give the manager a call if you are stuck, or to find out what we will be screening around the time of your fundraiser.

Film choice will need to be finalized months in advance. This helps with our programming and with your personal promotion.

If you need inspiration for film choices check out www.screensound.gov.au.

Make your own flyers

Subject to availability, we often have flyers for the film and some other promotional material, like synopses, production notes and electronic images. Contact us if you require any of these materials. If not, it's a good idea to make your own flyers and distribute these around town distribution service through Top End Arts Marketing

Make an electronic copy of your flyer for emailing to your networks. Make sure you send it to Deckchair and to Top End Arts Marketing for circulating.

It is also a great idea to approach local schools, politicians and likeminded groups to promote your event through their networks.

Anyone is welcome to attend the fundraiser and it is a good idea to say 'everyone welcome' on your flyers so that the general public feel included.

Free Promotion

We have a comprehensive list to help with your publicity. We list every community diary, announcement, newspaper and radio segment which can assist you and provide contact details. This information is provided after your booking has been confirmed.

4. FUNDRAISER TIMELINE

Months in advance:

1. Contact the cinema manager to find out availability for the coming season.
2. Secure a date by completing the booking form.

10 weeks out:

1. Have film chosen.
2. Begin brainstorming fundraising activities.
3. Ensure you have a group of volunteers ready to put in some hard yards.

4 -6 weeks out:

1. Have all fundraising activities finalised.
2. Delegate jobs to volunteers for marketing and organisation of food stall and other fundraising activities.
3. Provide information to deckchair cinema, top end arts marketing, community diaries etc (see free promotion section above for lots of hints for free marketing)

2 weeks out:

1. Finalise volunteer roster for the night.
2. Discuss running order of your night with the cinema manager
3. Organise editorial for the papers.

48 hours out:

1. Provide Volunteer list to the cinema if you have one
2. Provide music CD, slide and running order to the cinema if applicable
3. Confirm volunteers attendance on the night
4. Touch base with the cinema to ensure everything is set to go

5. BALLOT BOX SYSTEM 2011 FUNDRAISERS

Due to the high demand for community fundraisers we will be implementing a ballot box system for the 2011 season. All bonafide community organisations wishing to secure a date are advised to complete the booking form and forward to us to be able to participate in this ballot before the 1 January 2010.

6. CINEMA HIRE BOOKING FORM

Contact Details

Or gani sati on:

Contact:

Postal Addr ess:

ABN:

Telephone (bh): Fax:

Mobi le:

Email:

Booking Details

Select one of the following:

Date requests:

1) 2):

Film requests:

1)

2)

3)

Event description.....

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Special requirements (bbq, mic , dvd r equir ed etc)

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An operation of the Darwin Film Society