

StarLink Productions

Event Planning Guide

Let us help you plan and budget your fundraiser. Use this guide to walk you through all stages of planning a successful event. Our friendly and experienced staff can assist you with further planning. Give us a call or send us an email to discuss your event.

You want to raise funds for your wonderful cause. Your first event will be the hardest; so you'll want to make your event an annual happening. An affluent and enthusiastic community will look forward to it and support and contribute to the event. You'll need a staff of energetic and committed volunteers and this basic plan. People really will have a great time and you'll raise more money each year. You'll find your support, financial and otherwise, grows with each event.

Why should I have a fundraiser?

1. Money!
2. Credibility of Cause
3. Public Education
4. Publicity
5. Community Involvement
6. Establish a Tradition
7. Fun!



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Let us know if we can help make your event a success.

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Website: <http://www.starlinkproductions.com>

Step 1: Identify your resources

Questions to discuss before starting:

- ◆ Do we wish to promote our cause and get wide-based exposure in our community?
- ◆ Why would advancing the cause and bringing in more funds fit with the mission of our cause?
- ◆ Do you have the board's ideas and support?
- ◆ Do you have volunteers and leadership?
- ◆ Do you have staff support?
- ◆ Can you get TV, newspaper and/or radio support?
- ◆ Do you have a vision of the future?
- ◆ Are there funds available to begin; or do you have a plan for underwriting?
- ◆ Is there an appropriate venue available for your event?
- ◆ If you don't have any of the above, can you get them?

Step 2: Details

You will need to develop a plan for each of these:

- ◆ Purpose
- ◆ Goals
- ◆ Theme
- ◆ Budget & Underwriting
- ◆ Timeline
- ◆ Committee Structure: Leadership & Volunteers
- ◆ Who? What? Where? When?
- ◆ Ideas for promotion
- ◆ IRS regulations (see page 3)
- ◆ Permits
- ◆ Talent selection
- ◆ Sound, lighting, AC power distribution, etc.
- ◆ Talent needs
- ◆ Stage and related factors
- ◆ Event plan



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IRS Regulations - Section 6115

****Important!****

As of 1/1/94, under section 6115 of the Internal Revenue Code, a charitable organization must provide a written disclosure statement to donors who make a payment which is described as a QUID PRO QUO CONTRIBUTION in excess of \$75.00.

Example: Mr. Donor gives your charity \$100.00 for a concert ticket worth \$40.00. In this case, \$60.00 would be deductible. Even though the \$60.00 isn't over the \$75.00 contribution, the total \$100.00 is, so you must give Mr. Donor his disclosure statement.

Here's what the statement must say:

- ◆ The donor must be informed that the amount of the contribution that is deductible at tax time is limited to the excess monies contributed over the value of the goods and/or services.
- ◆ Provide the donor with a fair estimate of the values of such goods and/or services received.

The charity must provide the statement in connection with either the solicitation or the receipt of the quid pro quo contribution. If the disclosure statement is furnished in connection with a particular solicitation, it isn't necessary to provide another statement when the contribution is actually received. The disclosure must be in writing and must be in a manner that is reasonably likely to come to the attention of the donor. A disclosure in small print within a larger document might not meet this requirement. (Copyright 1994, Published by R&R Newkirk Co. 2/94)



Sample Statements:

Santa Fe Wine Auction: (Tickets \$30 per person)
Contribution is \$75. Money in excess of \$30 is tax deductible. Additionally, if any wine is bought, the amount of the purchase price above the wholesale value of the wine is tax deductible.

Friends of Houston Celebrity Golf Tournament:
(Tickets \$225, Dinner \$75—both per person)
Cost of tournament and dinner is \$125 per person, so \$175 is tax deductible.

Silicon Valley Charity Ball: (Tickets \$350 and up, per person)
Fair market value is \$110 per person. Anything over this amount is tax deductible.

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Step 3: Resource Checklist

Materials	Y/N	How many	Contact Person	Date	Color	Company
Microphone						
Podium						
Podium Light						
Emcee						
Table Cloths						
Napkins						
Tables: Round						
Tables: Oblong						
Registration						
Guest Book						
Check In						
Centerpieces						
Arrangements						
Candles						
Corsages						
Boutonnieres						
Decorations						
Favors						
Guest List						
Layout/Design						
To Printer						
Mail Date						
Postage: Bulk						
Postage: Metered						
Postage: Stamps						
Postage: RSVP's						
Media Table						
P.S.A.						
Guest Appearances						
Newspapers						
Radio						
TV						
PR Photos						
Internal Info						
Press Releases						
Photographs						

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Step 3: Resource Checklist (Pg2)

Materials	Y/N	How many	Contact Person	Date	Color	Company
Recognition						
Script						
Parking						
Special Entertainment						
Programs						
Tickets						
Event Facility						
Alcoholic Bev. Permit						
Clean Up						
Signs						
Check Requests						
Personnel						
Rented Equipment						
Place Cards						
Heat Lamps						
Cash Box						
Hosts						
Registration						
Name Tags						
Registration Table						
Food						
Wine						
Bar						
Table Set Up						
Thank You's						
Follow-up Reports						
- Contributions						
- Underwriting						
- Source of income						
- Expenses						
- Public Feedback						

Misc Notes:

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Step 4: Event Budgeting

Revenue	Amount
Tickets & Registration	\$
Premiums:	\$
Early Bids:	\$
Sponsor Dollars	\$
Underwriting	\$
Drawings	\$
Auction	\$
Contributions	\$
Talent Concessions	\$
Food & Beverage	\$
Imprinted Items	\$
Total Revenue	\$

Expenses	Amount
Facility	\$
Food & Beverage	\$
Entertainment, Talent	\$
Entertainment Rider Production	\$
Technical Needs	\$
Graphic Design	\$
Invitations	\$
Printing	\$
Mailings/Postage	\$
Photography	\$
Signage	\$
Valet Parking	\$
Security	\$
Recognition (Gifts & Prizes)	\$
Misc. Supplies	\$
Other	\$
Total Expenses	\$

Totals	
Total Revenue	+ \$
Total In Kind Contributions:	+ \$
Total Expenses	- \$
Net from Event	\$

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Step 5: Celebrity Timeline

Event Date: _____

16 weeks before - Date:_____

- ◆ Letters of Agreement
- ◆ Sponsors
- ◆ Promoter
- ◆ Attractions
- ◆ Media
- ◆ Newspaper
- ◆ Radio & TV
- ◆ Action Committee & Labor
- ◆ Food, Service, Sound & Staging



14 weeks before - Date:_____

- ◆ Sponsors
- ◆ Equipment
- ◆ Beverages
- ◆ Travel
- ◆ Talent

8 weeks before - Date:_____

- ◆ Double-check Permits
- ◆ 3rd Round Media
- ◆ Additional Signs & Hospitality

4 weeks before - Date:_____

- ◆ Promos & Posters
- ◆ Review Budget

12 weeks before - Date:_____

- ◆ 2nd Round Media
- ◆ Check On-site Requirements

2 weeks before - Date:_____

- ◆ Review Talent Rider - is every need met?

10 weeks before - Date:_____

- ◆ Work on Signs, etc.



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