

## **Fundraising Opportunities** Through Sunrise Ballet

**To all persons in (or knowing someone in) Church youth groups,  
Scout groups, Boys & Girls Clubs and PTA/PTO's.**

One of the corporate mandates for the Sunrise Ballet is to give back to the community. One way we accomplish this is by allowing community groups and organizations to use our production ticket sales as a fundraising opportunity. With our unique system, there is no obligation to pre-purchase anything, and there's nothing left over (for mom & dad to buy) afterward.

Here is how it works:

1. You advertise that you're raising funds for your organization.
2. You get pre-paid ticket purchases at the regular (\$20) price.
3. You contact the SB and purchase tickets at the discounted (\$10) fundraiser price.

Our regular prices are already low, only \$20 (all seats, all ages). The group discount does not apply to fundraiser sales. In the past years, church youth groups, Boys & Girls Clubs and PTA's have taken advantage of this opportunity and put considerable funds towards their group's needs.

You can advertise the ticket price at a donation of \$10 each to your group. (Note: you and your group can also sell to the general public!) You should set a particular deadline for your sales event. After the deadline, you can contact the SB and purchase your tickets at \$10 each.

**This brings a profit of \$10 for EACH TICKET directly to your organization.**

There's nothing over-priced to sell! On most fund-raising events, much of the merchandise is over-priced. With these tickets, you're actually giving them an already-low-priced ticket. The primary reason behind having a fund raising event is to raise funds for your group, isn't it? How much of each dollar brought in actually gets back to your organization? We did some investigating, and it's (sadly) not much— the companies that produce & promote the products get the lions share of that.

To help you sell the tickets, you can borrow last years "Nutcracker" production video or DVD and play it for any interested persons. You can also hand out flyers for the production, so people know where and when the production is. They can purchase tickets for any performance, as long as you keep a record of who buys what. If you wish you can simplify this process by only giving them one performance choice.

You should inform your group that this is one of the most delightfully entertaining versions of Nutcracker in Orange County, and that it is **NOT A DANCE "RECITAL" OR "PLAY"**. Staging and choreography are new each year, and the cast contains some very talented local artists. Our production is set as entertainment for the whole family. Of all the ballets, this seasonal story-ballet is one that will even keep the "non-ballet" persons entertained! There is no obligation, and no minimum or maximum amount of ticket purchase. You can purchase 2 tickets, or 1,000 tickets. This year, the three performances will be held at the 1,000-seat Servite Theater. Contact the Sunrise Ballet directly about any specific requests.

**Any valid organization can take advantage of this offer:**

You do NOT need to be a part of the Nutcracker,  
you do NOT need to be a part of the Hirschl School!

Contact E-mail: [info@sunriseballet.dance](mailto:info@sunriseballet.dance)