



**FUNDRAISING EFFECTIVELY**

**AT**

**CLASSIC LANES/AIRWAY LANES**

**EARN THOUSANDS BY HOSTING A FUN AND  
MEMORABLE EVENT**

**CLASSIC LANES**

2145 Avon Industrial Dr. (M-59 at Crooks Rd. exit)  
Rochester Hills, MI 48309 (248-852-9100)  
[www.myclassiclanes.com](http://www.myclassiclanes.com)

**AIRWAY LANES**

4825 Highland Rd.  
Waterford Twp., MI 48328 (248-674-0424)  
[www.airwaylanes.com](http://www.airwaylanes.com)

## **WHY CHOOSE US TO FUNDRAISE?**

- Anyone can participate regardless of age or skill level
- Families can play as teams
- Costs are minimal
- Even people who can't attend can still participate
- Weather is not a factor for indoor events
  - Can be held year round
  - You won't be rained out like some events
- Don't need a lot of money up front to start
- No left over product when it's all said and done
- Our Center takes care of your set up and clean up and shows you how to be successful – step by step
- We will coach you through the entire process of planning and executing a fundraiser

**\*\*Join us for a "FREE" consultation to explain\*\***

## OUR CENTER SERVICES

- **FREE CONSULTATION/REVENUE PROJECTION** - We will meet with you/your team and assist you on all aspects of planning and executing a highly successful event.
  - During this consultation we will address all of your questions/concerns while establishing realistic expectations. We will conclude our consultation with a revenue projection.
- **TICKETS** - Once you have decided on your event date/time/name and cost of your - we will design your ticket. You will receive a template and can print them as needed.
- **FLYER** – We will create your flyer and provide it to you electronically - making it easy to post on your Facebook page, print hard copies, or send to friends/contacts.
- **PRESS RELEASE** - We will write and submit a press release for your event (upon request).
- **FREE DOOR PRIZES** – We will donate Bowling Parties and/or Gift Cards to be used as raffle/door prizes for your event.
- **FREE SPONSOR/DONOR BOWLING PARTIES** – As an added **incentive** to get businesses to sponsor or donate raffle items to your event, we will provide a **“free”** summer party certificate to each business that supports your event. This is a no-strings attached free summer bowling party worth hundreds of dollars.
- **ADDITIONAL ADVERTISING** – We will use social media, our website, in-house bulletin board, etc. to help in the promotion of your event.

# **KEY TO SUCCESS WITH YOUR FUNDRAISER**

## **Ability to Organize**

- Have a plan and allow yourself adequate time
- Have a team to help you:
  - Registration/Ticket taker
  - Prize Table
  - Bowling Lanes/Volleyball/Comedy/Music
  - Food Set-up
  - Announcements

## **Ticket Sales**

- Decide on pricing after agreeing on the wholesale cost to the center for your event
- Pre-sell as much as possible

## **Sponsorships**

- Get businesses or large groups to rent a lane for a flat fee
- Sponsor a lane to support the cause/hang business banner
- Sponsor t-shirts for the teams
- Sponsor tickets for the comedy show

## **Donations**

- Straight donations in exchange for an ad or mention in group's newsletter or website
  - ie. \$100/corporation or \$50/family

- Hit the street with a letter requesting donations. Have all important info in it like name of org., tax ID if 501 c-3, Logo, etc.
- Visit all your favorite restaurants, stores, salons, even banks.

## **Promotions**

- Advertise, Advertise, Advertise
- Publicize well ahead of time and be specific
  - Mass flyer distribution
  - Internet
  - Radio
  - TV
  - Email
  - Charity website
  - Blogs
  - Facebook
  - Volunteers each use means they have to promote

## EVENT EXECUTION OPTIONS

**Mystery/High Game** – Bowlers wishing to participate can put in a set amount (i.e. \$2/game) Scores will either be randomly drawn for mystery games or individual who bowls the highest game will win the pot. (Optional)

**Raffles/Prizes** – Donated prizes i.e. gift baskets, gift cards, certificates, anything that you can get donated by local businesses or individuals. Sell raffle tickets (\$1/ticket or \$5/6 tickets) Circulate to sell and include anyone at the bowling center. You may purchase rolls of tickets from us or purchase them on your own at a local store. Participants like when the raffle is run as a Chinese Auction/bag raffle so they can put their tickets on the items they most want to win.

**Silent Auction** – Center will provide tables to set up; works in the lounge or on the concourse. Each item should have a separate sheet with a detailed description of the item and an opening bid. Allow a designated amount of time for bidding. Announce the start and close of the auction. Have a table set up for bidders to cash out and pick up the item(s) they've won.

**Rent Tables to Vendors** – To provide non-bowlers something to do you might have 5-10 vendors (Avon, Pampered Chef, etc.) Rent them tables for \$10-20 in addition to a donation of a raffles prize consisting of their product (approx. value \$20). We have a list of interested vendors and can make those contacts for you or you can choose to do this yourself. We can also provide a sample contract for using vendors.

**Food/Beverage** – For a few extra dollars you can add pizza and pop to the cost of your ticket.

### **Bake Sale**

Add a bake sale to your event if you have parties willing to donate baked goods to sell. (Open this up to anyone in the house)

**Special Guests/Sponsors** – Know someone famous? Arrange for them to be a celebrity bowler, server or bartender and this will attract more participants. Groups could pay a set fee to have the celeb bowl with them. Tips to the celebrity server/bartender would go to the cause.

**Hole -In- One** – Set up one lane without the head pin. Participants pay \$1 or 6 throws for \$5 to attempt to get a strike. Winner could receive a gift card or split the pot at the time of the strike. A variety of things can done.

**Wheelbarrow of Cheer Raffle** – Need to solicit a wheelbarrow,(wagon, tub). Have individuals donate bottles of liquor, cases of beer, accessories (cocktail napkins, corkscrews, snacks, etc.). Day prior assemble all in an attractive manner. Sell separate tickets for this raffle. (i.e. \$3-5/ticket) Must be 21 to participate in this raffle)

## **“Airway Funny Money” Comedy Show**

This event is available at Airway Lanes in Waterford and is held in our lower level banquet hall. It can comfortably seat 200. Both food and drink are available during the event.

### **How It Works:**

Group must commit to purchase, and prepay for a minimum of 100 tickets at \$6 ea. You may purchase more than 100 or wait and purchase additional tickets as needed.

You will sell your tickets to your supporters for whatever price your group agrees upon. We recommend a price of at least \$10 and are certain you could easily charge \$15-20 and even as high as \$25. Your profits would be anything over the \$6 you paid.

Our comics are all top of the line, touring pros. Some have headlined in Las Vegas and also appeared on HBO's Comedy Central, Drew Carey, Comedy Special, the Comedy Channel and other major gigs. We catch them as they are on the road, and that seems to be often.

### **Tickets:**

Once you have set your ticket price we will print your tickets for you. We suggest you have a committee of people that will be in charge of selling the tickets. We suggest that you have a set number of tickets each person in your group is expected to sell.

### **Options:**

A buffet dinner can be added to your event for an additional cost.

**Best part:** *you might even get to sit down and enjoy the show yourself!*

# Volleyball Challenge

Airway Lanes has two outstanding, professional grade, sand volleyball courts on the south side of our premises. The courts are overlooked by 3 decks, adjacent to Airway Lounge.

Full tableside food and beverage services are available throughout your event.

## **How It Works:**

Teams are organized to compete against one another. Each team needs to raise an entry fee that you determine or the team organizer determines. A typical range would be \$1000-2000/team (4-6 people generally constitute a team). To make this work well you'll need 4-8 teams to enter.

The more the teams that participate - the more you raise for your cause. Of course there has to be a little something in it for the winning team. A small portion of your money will be used for prize money or trophies, T-shirts, etc. – this is all up to your committee.

Keep in mind that the more teams competing, the longer your event will run. An eight team challenge will run about 9 hours so you will need to supply a brunch type meal for the players. In spite of having a few expenses this event can net **\$7,000.00** to **\$15,000.00** for your organization.

**To arrange a free consultation contact:**

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