

Santa Teresa Music & Arts Association

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SY 2016/2017 Fundraising Proposal # 2

Event Name: Santa Teresa Mattress Fundraiser

Fundraiser type: General Fund and Student Account

Event Description: STMAA & students will promote the “1st Annual Mattress Fundraiser” through paper fliers, social media, email, advertising in local publications, district memos, parent meetings, banners, and yard signs.

CFS will set up a mattress show room in the multipurpose room for one day on Saturday September 17th from 10am-5pm. *It is recommended that we provide volunteers for the event, run a small concession if we want, and even maybe provide some live music or volunteers on the street to encourage people to stop by.*

CFS (Custom Fundraising Solutions) will provide all necessary guidance and support to director, booster club, and band members. They will design all the marketing materials, purchase and design all professional signage. They will put out the professional signs and banners in the community. They will manage the social media and facebook event for the group. They will attend any of our meetings at our request to promote the event. They will come and assist in the student class kick off. They will provide all equipment necessary to process all the transactions of the sale, staffing for set up and tear down as well as a professional sales force. They will also provide the displays and sample products and provide all product ordering and warehousing for items sold. They also provide all the customer support, contact and follow up as well as collecting all monies for the products. CFS will coordinate all customer product pick up and delivery. They will provide agreed upon payment to the group after the sale, incentives to the band members after the sale, and provide and handle all customer service after the sale.

Event Date: September 17th 10am-5pm STHS Multipurpose Room

Financial Analysis: Gross Receipts, Expenses, Profit

Costs: There is no cost to STMAA to participate in this fundraiser.

General Fund Options:

see attached profits and projections payouts attached for specifics on each payout for each size of bed.

Individual Fundraiser Options:

Students can earn individual incentives that will go directly to their individual account. Students simply write their name on the flyers and distribute. If someone brings in a referral the student can earn \$25 for each referral that purchases a mattress. If they get 10 referrals they receive an additional \$25.

Volunteers

Volunteers will not be provided an additional monetary compensation but could provide referral flyers to guests who attend. Volunteers can receive varsity letter points for their volunteering.