



MAKE MONEY WITH THE MOVIES!

marcus theatres® fundraising events

Thank you for your interest in Marcus Theatres Fundraising Events! If you're looking to host a movie without the lag of video release dates, hassles of licensing, and the hard work of clean-up, you've come to the right place! We make it easy to earn money for your qualified group, all while providing the Magical Movie Memories Marcus Theatres® are known for. Putting on your event is easy; just follow the simple steps below:

Step One: Book Your Event

Fill out the enclosed enrollment form, indicating the preferred date and time of your event. Marcus Theatres® Fundraising Events can take place any day Monday through Thursday* and may vary depending on your local theatre's film schedule. You can choose to run your fundraiser all day, or just between certain hours – it's completely up to you!

Selecting the date can determine the success or shortcoming of your fundraising event. When possible, keep in mind attendee's schedules, and plan to hold your event on a night that will maximize attendance. Remember, the more people who show up, the more money you can make for your group!

To get a better idea of the movies that will be playing during your event, check out the enclosed "Scoreboard." How long a movie will be in theatres varies greatly on its success, though we estimate the average stay to be right around three and a half weeks.

In order to participate in the program, your group must be non-profit, and provide proof of this with either a 501(c)3 or tax exempt identification number. Because we will be doing business together, a W-9 will also need to accompany your enrollment form.

Because we want you to make the most of your event, we do require booking your event a **MINIMUM** of two weeks in advance, while recommending at least four weeks. That should give you enough time to notify all your supporters and make your event a success!

*Available dates may vary, depending on availability and release schedule. Blocks of tickets cannot be guaranteed for any title. Contact the Marcus Theatres Fundraising Manager for more information

Step Two: Get the Word Out

Once your enrollment form is accepted, you will be notified by email which will contain your custom flyer. It will be your responsibility to get these flyers in the hands of as many people as possible. These handouts are the key to your

SAVE MONEY WHILE MAKING MONEY!

Marcus offers a number of promotions to help you make the most of your fundraising event:

- **VIP Discount Tickets:** Offered as a part of our Fundraising Sales program – sell these discounted tickets in advance and use them on event night to get the most bang for your buck!

- **\$2 Tuesdays:** Enjoy delicious hot popcorn and ice cold fountain drinks for only \$2.00 each! (Admission not discounted, special sizing does apply)

- **Matinee Pricing:** Save up to 28% of evening pricing by attending movies before 5:30PM and taking advantage of Matinee prices!

- **Spotlight Movie Club:** Four features are selected each week and brought to you for just \$5 on Wednesdays and Thursdays! Must be a member to qualify, sign-up today at www.marcustheatres.com/spotlight

fundraising efforts, as they must be presented at the box office by your supporters in order to earn money for your group. (Note, only one flyer is needed per family/group of paying guests.) Feel free to pass them, email them, create a link for them and post it on your website – anything you need to do to spread the word.* Also – if your event runs alongside one of our other great promotions (as noted in the ‘Save Money While Making Money’ section) make sure that you promote these additional savings to your supporters as well! After all, the more people at the event, the more money you’re going to earn for your group!

*Please note that soliciting guests in or around the theatre is not permitted, both on the night of the event or at any other time.

Step Three: The Big Event

On the day of your event, your local theatre will provide a table for you to set up to serve as a meeting place for your group, and allow for socialization of group members before or after the show. Plan on having a member of your team staff this table, at minimum, before your selected event start. Use this opportunity to thank supporters for coming out and feel free to provide materials outlining what it is your raising the money for. Feel free to bring sellable products and display them at your booth! Just remember, they cannot be in direct competition with our vending stands and you cannot solicit other moviegoers.

Again noted – all attendees **must present the custom flyer** in order to count towards your profit. These flyers will be tallied at the end of the night and sent back to our Corporate Office for further processing.

Step Four: Wrap-Up

A final count will be communicated to the organization within 2-4 business days. Profit checks will be issued from the Corporate Office, and should arrive within 4-8 weeks of the event date.

That’s it, just four simple steps and your qualified group can be making money with the movies! Fill out the enrollment form to get started today, or contact us if you have any further questions!

We look forward to seeing you at the movies,

Joy Achter

Group Sales & Fundraising Manager

(800) 274-0099 x2

fundraising@marcustheatres.com