



Fundraising Program

A message from Scott Coady:

Over the last six years, I have put on screenings of my first film - The Tour Baby! in cities all around the USA. We had a great time at each of them, raised a ton of money, and learned a lot. In fact, I raised over \$160,000 for the Lance Armstrong Foundation and over \$50,000 for the Davis Phinney Foundation and over \$40,000 for other cycling related charities totaling more than \$250,000!!

I believe I have put together two comprehensive programs that can help you raise a ton of money for your favorite non-profit, cycling oriented organization. Fundraising is one of the most fulfilling things you can do and it can be a whole lot of fun too.

Purpose of the Programs

These program is set up to provide the legal right to publicly exhibit any of Scott Coady's films (The Tour Baby, Cobbles Baby!, or Tour Baby Deux!) for the purposes of raising money for cycling oriented non-profit organizations such as:

- Bike Clubs
- Racing Clubs
- Junior Racing Teams
- The Lance Armstrong Foundation
- The Davis Phinney Foundation
- Charity Rides

This document outline the two different programs that Scott has created to help you raise money for your cause or group:

- "Roll Your Own" program where you get everything you need to put on your own fundraising event using my films, and;
- The "Go Big" program where I make a personal appearance at your very large event where we show the film and I act as the MC and auctioneer for your event which could include a dinner, silent auction, live auction, raffle, film screening and more.



The programs include not only the rights to publicly exhibit the films, but practical knowledge and instructions on how to organize and promote your event.

“Roll Your Own” Program Details

Our program provides fundraiser and event organizers with everything you need to plan and execute a successful fundraising event except the volunteers! The Program includes:

- The legal rights to publicly exhibit either of Scott Coady’s films for your fundraiser
- A CD-ROM disk containing:
 - An extensive eight page "How To" manual with detailed instruction on how to organize, promote and execute your event that take a lot of the work out of the process.
 - Graphics and designs for posters, flyers, postcards and web pages in Adobe Illustrator format. This enables your local graphics volunteer to quickly modify the graphics files to ad your specific event info
 - Pre-done press releases in MS Word format that you can easily customize for your event
 - Silent auction bid sheets
- Listing your event on my webpage in the events section
- Fifteen (15) free copies of the film you show that you can either sell at your event (we suggest selling them for \$20.00 at the event – the retail is \$24.95 – or give as a "thank you" to your key volunteers. If you choose to sell them, that will help you raise an additional \$300.00.
- A Scott Coady autographed copy of all three of his films for your silent auction or raffle:
 - A Scott Coady autographed copy of *The Tour Baby!*
 - A Scott Coady autographed copy of *Cobbles Baby!*
 - A Scott Coady autographed copy of *Tour Baby Deux!*



“Roll Your Own” Program Cost

The cost for everything above is \$300.00 plus 10% of the total funds raised in excess of \$3,000.00 at your event. The total funds raised is the net proceeds after all expenses have been deducted.

For instance, say you have an event and your total net proceeds happens to only be \$2,500. You only pay \$300 for the package.

However, if you have a huge event and your net proceeds is \$20,000, then you pay the initial \$300.00 fee plus 10% of \$20,000 or \$2,000 making the total cost to use the film \$2,300.

After your event, total up the amount you raised. If your fabulously successful event netted more than \$3,000 in proceeds, then send us a check for 10% of the amount of proceeds in excess of \$3,000.00.

To Get Started with the “Roll Your Own” Program

Call or e-mail Lindsey Welch, our Distribution and Marketing Manager and let her know you want to get started. She will send you an Event Screening Application form via e-mail or fax. Simply fill it out and fax it back to us and we ship out your kit the very next day via UPS ground.

On the application form, you provide the following information:

- The Event Name as you would like it to appear on our website
- Name of the charity or non-profit the event is benefiting
- credit card number
- Name of the credit card holder
- Billing address for the credit card
- Authorization signature for the initial \$300.00 charge

You can reach Lindsey by phone at: (805) 715-0604, or via e-mail at: lindsey@bigringfilms.com



“Go Big” Program

The “Go Big” Program contains everything that the “Roll Your Own” program does except that I will come to your town and host your event!!

The “Go Big” program is design to support large events at theaters that seat 300 – 1000 people that may include silent auctions, live auctions, raffles and the film screening (if you envision your event being a “gala dinner” type event, it could have less attendees, 150+). Elements of the “Go Big” program include:

- Includes everything from the “Roll Your Own” program above and the \$300.00 fee above is waived
- I make a personal appearance, act as the host / MC for the event, tell some stories and do everything I can to make it fabulous and raise a ton of money
- All money collected from the raffle, silent auction and live auction goes directly to the charity and is where the bulk of your funds will be raised
- The money collected from tickets sales to the event is used to pay hard costs to put on the event
- Hard costs can include; my personal appearance fee, my travel costs, (I can stay at someone’s home) cost to print posters & flyers. Any funds left over (total collected at the gate less hard costs may be kept by the organizing committee as long as it is a race team or bike club to be used for club or team expenses).
- I at the event, I will also sell my DVDs and sign autographs and schmooze with the crowd.

If you are interested in having Scott host your event, please send him an e-mail giving as much details about the event and the non profit as possible, and your cell phone number and he will call you to discuss all the details. He can be reached at scott@bigringfilms.com