



## **FUN**draising Pack

---

Our **FUN**draising pack is designed to help you raise funds for the Salón Varietés Theatre.

We are indebted to the generosity of people like you who support what we do.



The future of our theatre is at great risk. Due to Covid-19 we have lost our revenue stream.

As an amateur theatre company and registered asociación we rely on the income generated from "bums on seats" to fund our productions.

We've been entertaining the local community for 35 years, in fact 2020 was our 35th anniversary, but like theatres all around the world, we've had to close our doors and make some very difficult decisions, cancelling all programmed shows until further notice.

The vision for the theatre was always simple, to provide a safe place for families to come and enjoy great entertainment and a top-shelf experience.

To survive this crisis we are reaching out to our audience, community and volunteers to help us raise funds so we can continue to provide home grown live theatre for another 35 years and beyond.

It's crucial that together, we raise funds to ensure that we can re-open next year and continue to produce great theatre for all to enjoy.

With your support, the shows WILL go on.

For ideas about how you can fundraise for us, keep reading!



## **FUN**draising Ideas

We want to help you make your event as successful as possible. So whether you're baking cakes, doing a sponsored walk or hosting a garage sale - this pack can help you get on your way to planning your event and making it a success!

There are plenty of fun things you can do to raise money for the  
Salón Varietés Theatre.

Here are just a few examples to get you started:

Coffee Mornings / Cake Sales  
Sponsored walk / run / bike ride  
Sponsored Knit-a-thon / dog walks  
Garage sale / craft sale  
Sponsored silence / head shave / dance marathon  
New Years Day Swim in the Sea  
Car washing  
Golf Tournament

Christmas – A Donation to the theatre makes a great gift idea for family and friends  
(no postage and supporting your hobby – a win/win!)

**TOP TIP:** If you are using a sponsorship form ask a close relative/friend to be the first to sponsor you as their level of donation will encourage others to give similar amounts

We'd love to hear about your other fundraising ideas! Please contact the Fundraising Team on [fundraising@salonvarietes.com](mailto:fundraising@salonvarietes.com)

## Advertising & Publicity

Don't forget to spread the word about your amazing event!

Consider:

Social media - it's free promotion! Share pictures, links and post what you are up to with your followers to spark their interest.

Remember to tag The Salón Varietés Theatre in your posts.

Local Press and Radio - the press and local media are always looking for a good story, so utilise them to spread the word about you.

Personal Messages - sending a personalised message to your contacts will encourage your friends and family to support you.

Branding - we can supply you with a Salón Varietés logo for use on all your publicity.

**TOP TIP:** let us know which Press channels you plan to use, we already have a good local network and can put you in contact with the right people.



“I still hold the theatre deep in my heart. The confidence it gave me, the community love and joy, this is more than a theatre and it deserves to thrive.”

- Sarah Baldry 09-10-2020

## Gifting The Money

For those who prefer to rally support using a sponsor form, we have attached one for you!

Count up exactly how much you've made and send a bank transfer to:

Account Name: Asoc. Cultural Salon Varietes  
Teatro

Bank Name: Caixa Bank

IBAN: ES47 2100 2639 4802 0104 7406

BIC/SWIFT: CAIXESBBXXX

Reference: Fundraising

If you would prefer to pay in the money you have raised using your personal bank card, just contact the Fundraising Team

on [fundraising@salonvarietes.com](mailto:fundraising@salonvarietes.com) who will help you make a donation over the phone by credit or debit card.

[illegible]

[illegible]



# And finally

Thank you for choosing to support the Salón Varietés Theatre.

Please keep in touch with us so we know what you are doing,  
and good luck with your **FUN**draising efforts!

We can't wait to welcome you back to enjoy more wonderful  
theatre with us; until then stay safe, stay entertained!

Salón Varietés Theatre

Calle Emancipación s/n  
Fuengirola 29640 Malaga

[www.salonvarietestheatre.com](http://www.salonvarietestheatre.com)

