



PALLAS MARKETING



*Putting the fun
into fundraising*

pallasmarketing.ie



Pallas Marketing has worked with over 1000 committees since 2001 and has raised €20m for clubs and schools over that time.

We bring you a level of expertise that nobody else provides and show you a new and professional way to fundraise.

There are three show options as follows:



The Chaser – contestants start with a cash builder round and then face off against The Chaser



20K Drop – highly tense show with contestants placing their cash on trap doors in answer to the questions



Who wants to be a Thousandaire? – the classic TV show brought to life in your local venue

What we provide

- An exciting, fun-filled night that your audience will be talking about for a long time
- Professional fundraising coaching which will give you expertise that you can use forever
- Full stage set surrounded by five 8ft x 6ft visual screens
- Highly professional MC, quizmaster and sound technician
- Questions set for each show which include Video/DVD questions, picture questions and local questions
- Online ticketing platform, promotional material, press releases

What you need to do – pre booking

- Organise a committee meeting at which a representative of Pallas Marketing will attend without obligation
- At this meeting, we provide a detailed presentation explaining how our shows work and how the profits are generated over a nine week period
- Select 8 people to form your finance committee for the project. These people will work closely with Pallas Marketing for 9 weeks

What you need to do – after booking

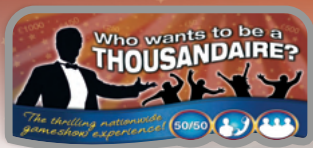
- Nominate a person to input the advertisements on PowerPoint. We will provide training if necessary
- Follow the proven sales structure to maximise your return
- Representatives of your committee are welcome to attend a show in your area free of charge. In the event that you book the show, we ask that you extend the same courtesy to other committees on the night of your show.

Visit our website

www.pallasmarketing.ie



INCOME STREAMS



INCOME STREAM 1 - PARTNERSHIPS

- 2 Year Primary listing on your Local Services Directory on Facebook
- Partner of the month once each year with specific promotion through your social media for that month
- On screen advertising at your show
- Target is 12 partners at a fee of €720 (equivalent to €30 per month)
- Other options can be added e.g. signage / draw for sponsorship of jerseys etc

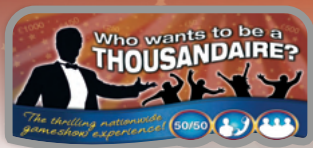
INCOME STREAM 2 - ADVERTISING

- 2 Year listing on your Local Services Directory on Facebook
- On screen advertising at your show
- No limit to number of advertisers - current average is over 100
- Fee is €240 (only €10 per month) - this can increase if you have a large Social Media following

INCOME STREAM 3 - TICKET SALES, DONATIONS, RAFFLE, AUCTION

- Online ticket purchasing platform provided
- Single tickets - €20, Family tickets - €50
- Donation option on the purchasing platform for those who cannot attend
- Raffle and Auction income on night of show

COSTS & PROFITS



COSTS

- Pallas Marketing Project fee €8,640 (this is covered by 12 partners @ €720)
- Prizemoney €2,500 (this is covered by donations and raffle)
- Venue To be negotiated locally

PROFIT

EXAMPLE 1 (Advertising @ €10pm)

- 100 advertisers €24,000
- Tickets € 6.000
- **TOTAL** **€30,000**

EXAMPLE 2 (Advertising @ €15pm)

- 120 advertisers €43,200
- Tickets € 6,800
- **TOTAL** **€50,000**

Testimonials



Clooney Quin GAA club held a successful "Who wants to be a Thousandaire" event hosted by Pallas Marketing on June 15th. During the nine weeks of preparation for the event, we found Pallas Marketing extremely helpful, providing the members of our committee with excellent coaching that really helped us in securing advertisers.

The event was a massive success for the club with over 400 in attendance on the night. George, Tom and their team are experts in what they do, born entertainers, the crowd were laughing for the night!

Financially, the event exceeded our expectations with our profit for the event exceeding €45,000. It's fair to say that Pallas have derived a formula that yields financial results for clubs and we would highly recommend their fundraisers to other clubs.

Fergal Cahill Clooney Quin GAA Club

Our school ran "Who wants to be a Thousandaire" as a fundraiser. We are a small school with 130 pupils and no words can describe the level of support we got from Pallas Marketing. This is an exceptional company and I would recommend George, Tom and their team to any school as the best fundraising partners. We actually raised €61,000 - I still can't believe it!

Christine O'Shea
Principal
Firmount NS
Co Cork



Our Club ran "The Chaser" as our major fundraiser. We are a small rural club and we actually raised €45,000. Tickets were fully sold out a week before the show and the night was just amazing with local contestants facing up against our Chasers.

George and Tom worked with us for 9 weeks to make this happen and my advise to any club is - "Just do exactly as they say and you will have a huge success". The service from Pallas Marketing is so good that I am willing to put my mobile number here for anyone who might want to chat to me - my number is 086-8151685.

Derek Sharkey
Burgess GAA Club
Co Tipperary



We chose "20k Drop" as our fundraising show and raised €35,000. The audience were fantastic, but to have a great audience, you need great hosts and that's exactly what George and the guys were tonight. From Paul on MC to George as quizmaster everything was just top class.

From the first meeting, Pallas Marketing have been excellent in their guidance and advice. If anyone out there in another club or group needs to raise funds, get these guys on board.

Kevin Dobbyn
Mooncoin FC, Co Kilkenny
087 6167700





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Pallas Marketing specialises in fundraising for clubs and schools. The company has helped over 1000 committees to raise in excess of €20m since February 2001.

All of our shows are available on a nation-wide basis.

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