**Associate Producer Handover**

Congratulations on becoming the new APs!

AP is a really fun job on the committee - you play a huge role in the fundraising for charities that Panto is really all about.

It's a big job, so we can't emphasise enough the need to start early, keep in touch with each other and with your producers, and work hard so everything runs smoothly on the nights of the performance and you get a well deserved warm fuzzy feeling from the massive donation you'll be making to charity in 12 months time!

Any questions along the way, don't hesitate to contact us:   
Yas (ylw23@cam.ac.uk) or Kat (katwood346@gmail.com)

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https://docs.google.com/spreadsheets/d/1hh17UKZVEUtQyLGt6mNU0mJCQKvnZGXDRIf3POIURnk/edit#gid=0

**1. Charities**  
Choose your charities ASAP and contact them to let them know you will be fundraising for them. This is important as many sponsors/raffle prize donators will ask you for contact details of your charities to check that you are taking their money legitimately!

One charity should be the Addenbrooke's Charitable Trust (ACT). You can contact them to see what projects they are running and choose one you'd particularly like the money to go to. Or you can just give them the lump sum and let them choose how to spend it (we did this in 2014).

The other charity/ies is/are your choice. We chose just 1 more because we didn't want to split up the money too much. It's nice if they're a local organisation. We chose by pooling ideas between the APs then getting the committee to vote.

**2. Sponsorship**  
Start early!!! This is where you can get your biggest gains, but can take a while to get moving. Many companies have money allocated for charitable donations but this gets allocated very early.

Write/email as many companies as you can think of - see attachments for examples letters for sponsorship and raffle donation.

Follow up with phone calls and always try to get a named contact to deal with. Try to assign one person to each company so it's easier to keep track. We found a google spreadsheet really useful for keeping track of who was in contact with each company, and how far we'd got with them.

Once a sponsor agrees a donation set the Treasurer know ASAP so they can send an invoice and secure the donation.

Make sure you know the terms of the sponsorship, and stick to your side of the bargain.

Make the most of previous sponsors - see list attached.

Persevere!

**3. Raffle**  
**a. Getting Hold of Prizes**  
Trawling town was the most productive way of getting hold of raffle prizes we found. Although phone calls to hotels/restaurants also works

Take a folder (looks v professional) containing as much info as possible - we took round print outs of our sponsorship/raffle letters with all of the information about the Pantomime and our charities, and our contact details. Lots of shops wanted to see these so take plenty to hand out.

Literally go door-to-door. Work out a spiel in advance and go on a big charm offensive.

Many companies will give out on the day, some you will need to re-visit.

Local/independent shops were more likely to give us the goods straight up. Chains often asked us to write to head offices, so focus your efforts accordingly!

Tips: don't go on a Saturday afternoon. Don't go to restaurants/cafes at meal times.

Aim for about 4 prizes per night = 20 prizes.

**b. On the Night**Programmes and raffle tickets made SO much money last year, and with a bit of preparation, can be pretty simple and smoothly run each night.

There should be sharps bins (to collect money) and what was left of the raffle ticket books from last year in the panto cupboard. To be honest there were enough tickets left that I don’t think you’ll need to buy any more, but if you do they’re super cheap off ebay. Make sure you have about 5-6 different books, each in a different colour. This means we can have lots of people roaming around selling tickets and there won’t be any confusion over which ticket belongs to which person.

Depending on where panto is held, its easiest if you bring all of the prizes to the venue on the day of the get in/ full run through. We usually have sole access to the stage area so the prizes are safe there. Organise them into separate bags for each day and keep them somewhere out of the way.

**BEFORE** the shows, organise a rota of which actors are going to be selling tickets on which day. Make sure no one is doing it too much and not getting a break, and also that everyone helps out. As they days go on you’ll realise some people are WAY better than others at selling tickets (they’re usually the ones that enjoy it most) so feel free to tweak the rota accordingly. Also make sure everyone can see a list of what prizes are up for grabs each night so they can sell sell sell to the audience.

During the interval cast and chorus sell as may tickets as possible. We sold them for £1 or 5 for £4. Get people back a few minutes before the raffle is to be drawn and get tearing tickets into one of the sharps bins. Cast should help you out here as much as possible. Make sure you get whoever draws the raffle to keep a track of which order they pull out the tickets, so you can match them up to the right prize. Label each of the prizes and leave it at the reception area, for people to pick up after the show is finished.

**4. Extra Fundraising**Bake sale

* Contact the Dean's secretary Sue Eason (sje33@medschl.cam.ac.uk) to get permission to do this in the Sherwood.
* Choose an R&I week/busy time.
* Get cast and committee to donate baked goods.
* Make sure there are enough people to man the table at all times.
* Get float from treasurer.
* Move around hospital if necessary: doctor's mess, offices in Forvie site, ACT offices, upstairs offices in the clinical school etc

Carol Singing in the Concourse

* Contact Jo Pearson (jo.pearson@addenbrookes.nhs.uk) for help getting permission to use the concourse and getting official money-collecting buckets
* Ask the Music Director/Singing Troupe Director to head up the group
* Make sure there's music/lyrics for people
* Advertise for cast and in particular singing troupe to come along
* We chose to do this in December so post-panto but more festive

**5. Cast Photo Shoot**The cast photoshoot sort of organised itself, partly because I was on the makeup team as well. The makeup team will decide which day this will happen on (it’s usually about a month/3weeks before the show). It usually happens a few hours before rehearsals on a Sunday. Talk to the head makeup person to find out what their plan is and coordinate room booking if you need to.

Try and find a member of the cast/chorus with a good camera (Ronel and Nathan Hudson Peacock have volunteered cameras in the past, with Luxi taking photos) and some experience with taking photos. It wasn’t a very professional shoot, with makeup basically trialling their costume and makeup plan and then someone taking photos. We did this in the Seminar room of level 5 ATC last year.

It’s a super fun morning!

**6. Program**  
Depending on your Producers you may be asked to get involved with this or not. You’re in charge of selling the programmes on the night, and together with the raffle, this is a big money spinner!

Try to get hold of a previous year's program to see what is involved.

* art work for front and back cover
* lists of cast, committee, backstage, front of house, orchestra, everyone involved!
* logos of sponsors etc
* photos of cast
* make sure theatre is credited and all raffle donors!

Organise printing. This may take a while so set deadline for program collation early!

* Churchill college has a great booklet printer which they have let us use at cost price for the last few years. It is worth contacting them to see if they will do the same again (Livia.Argentesi@chu.cam.ac.uk), but you may need to find a Churchillian to go with you as the charging goes through college accounts. It takes a very long time (we're talking hours) and someone needs to watch the machine at all times but is definitely the cheapest option around and the quality is good - it even staples for you!
* Otherwise look around for the best price at commercial printers 🡪 ADC perhaps?

Sell programmes on the night. We sold for £2 in 2014 and most of the audience didn't bat an eyelid!

Before the show get stage hands or backstage people to sell programmes (no one in costume!!). At the interval send out raffle ticket sellers with a few extra programmes in case people have missed out.