

## TACOMA (WA) CHAPTER, THE LINKS, INCORPORATED

**DARK DIVAS: PROPOSED FUNDRAISER for 2019 -2020: (3/23/19)**

**WHY:** To date the Chapter does not have a fundraiser scheduled to occur during the 2019 – 2020 Program Year. The proposed production represents an unrivaled opportunity as it has not yet been presented in Tacoma or elsewhere in the South Puget Sound Region.

**WHO:** Entire Chapter  
Fundraising Committee: Link Frances & Link Victoria Co-Chairs  
Fund Development Committee: Link Carolyn Chair  
Advisor: Link Rossalind

**WHAT:** Dark divas is a professional scripted, costumed, multimedia, theatrical production that exemplifies the evolution of Jazz as an integral part of American culture. Act One is set in the Cotton Club, the great Harlem nightclub. Act Two is set at the World-Famous Apollo Theater. Not only is it a fantastic production that celebrates the world’s most famous jazz and blues icon. Biographical and historical highlights scattered throughout the production provide a glimpse into the racial atmosphere that existed in the 20s and 40s and to some degree, still exists in the U.S. today. It is a celebration, a concert, and a history lesson.

- VIP Tickets = \$100; General Admission = \$65
- The show consists of 5 -6 female performers paying tribute to 10 – 12 legendary vocalists, 4 – 5 live band members, tap dancer
- Two 45 - minute acts with one 15 - minute intermission
- For VIP Ticket Holders following the show - A “Meet the Cast” Reception with complimentary hors d’oeuvres, wine, beer, water, soft drinks
- Raffle of a “significantly valuable” item
- (Links Edna and Mary Green) Catering: Three potential caterers are being researched
- (Link Alyce) PR & Promotion: Three potential resources are being researched
- (Link Victoria for Link Kimberly Green) Ticket Sales Services: Two potential services are being researched

**WHEN:** October 2019

**WHERE:** Link Rossalind -TBD – Venue research is in process. Primary criteria are: seating capacity (350-400); availability on a Friday, Saturday or Sunday in October (Sunday preferred); cost (\$1,500-\$2,000); access to parking; ADA accessibility. Additional criteria include space for a post-show reception; in-house catering or outside allowed; alcohol allowed; availability of A/V technician and equipment. Venues currently being researched include: UPS, UWT, PLU, Pierce College, Bates Technical College, Federal Way Performing Arts Center, Tacoma Little Theater, Tacoma Community College Clover Park, Theater on the Square. We are also looking at the Pantages, which,

ironically, may be too large for us on our first effort of this type. Further, a recent inquiry has been made of \_\_\_\_\_, where we have an excellent "in."

*It is expected that a venue will be identified and confirmed no later than mid-April.*

**OTHER:**

- 1) While presentation of Dark Divas has the potential to be a viable fundraiser for the Tacoma (WA) Chapter of the Links, Inc., success will require the active participation of each and every active member of the chapter.**

Here, we take the opportunity to thank the following Link Sisters who have already begun their stewardship of this event during the very earliest stages of research and feasibility exploration: Links Carolyn, Alyce, LaTonya, Edna, Mary Wilson, Chris, Kimberly Bell, Stephanie Williams, Gina, Mentha, Mary Green, Kimberly Green. *If we have overlooked anyone, please know it is a matter of memory, not a matter of the heart.*

- 2) With robust promotion the production will attract a multi-ethnic audience thereby increasing the pool of ticket purchasers while identifying new future supporters of chapter activities and programs.**
- 3) The production is a full self-contained package, thus, relieving the chapter members of having to develop a program for the evening, or procure auction items and, possibly, secure ads.**
- 4) This is a marked departure from our traditional fundraising model.**
- 5) For this initial foray, we are keeping the event at a manageable level, e.g., revenue (audience size) and expenses (venue seating capacity). Therefore, while it is anticipated that net proceeds will double revenue, the proceeds will likely not equal that of last year.**

**BUDGET:**

Revenue					
Member Assessments	19,200	32X \$600=\$19,200= 192tix			
Add'l VIP tix	5,000	50x\$100 = \$5,000= 50tix			
Add'l Gen'l Admission	7,020	108x\$65=\$7,020= 108tix			
Corporate Donations	7,500				
Raffle	3,000				
Total Revenue	41,720				
Expenses					
Production	5,500				
Venue	2,000				
Catering (Reception)	5,000	\$20ppx250=\$5,000			
Refreshments for Cast	250				
PR/Promotion	1,500				
A/V Tech	250	5hrs@\$50/hr			
Printing (Program)	850				
Ticket Service	1,560	\$31,700x5%=\$1560			
Valet	500	4hrsx\$125/hr=\$500			
Contingency	1,000				

<b>Total Expenses</b>	<b>18,410</b>				
<b>NET</b>	<b>23,310</b>	<b>\$41,720Rev less\$18,410Exp =\$23,310</b>			