

# ORANGE COUNTY'S BEST STUDENT FUNDRAISER

## KEEP 100% OF YOUR SALES!

### HOW IT WORKS:

Orange County's New Vehicle Dealers own the Orange County International Auto Show and since 2010 we have partnered with OC schools, student groups and teams to help local kids raise \$350,000! The dealerships donate Auto Show tickets that students can sell to friends and family and keep 100% of the ticket value for your not-for-profit group!



### WE MAKE IT EASY FOR YOU WITH 3 OPTIONS TO SELL TICKETS

#### 1. Pick up physical tickets to sell

Most student groups raise 90% of funds by selling physical tickets. Visit our office in Newport Beach to leave a security deposit check or credit card in exchange for numbered physical tickets. Your deposit check or credit card will not be charged unless unsold tickets and funds are not returned.

→ OC AUTO SHOW TICKETS ARE \$12  
(KIDS 12 & UNDER ARE FREE)

→ GET A FREE SUBSCRIPTION TO  
*MOTORTREND* MAGAZINE  
WITH EACH TICKET

**2. Use physical ticket order forms** Students take orders from friends and family and collect funds. You collect the order forms/funds and pick up the physical tickets from our office in Newport Beach for students to distribute prior to the Auto Show starting on September 28, 2017.

**3. Sell e-tickets** We provide your group with a personalized website to sell e-tickets. Friends and family can pay by credit card and easily print their Auto Show ticket.

### WE PROVIDE YOU WITH A CUSTOM WEBSITE

Your fundraising webpage will give you all the resources you need:

- Custom flyers
- Custom email templates
- Social links to share on Facebook & Twitter
- Real time reporting of online tickets sold
- Instructional videos

## IMPORTANT DATES:

**July 28, 2017**

Start selling tickets! Pick up physical tickets at our office and begin selling e-tickets through your webpage.

**September 22, 2017**

Deadline to sell physical tickets. Return all unsold tickets and pick up your security deposit.

**September 28 – October 1, 2017**

Orange County International Auto Show,  
Anaheim Convention Center

All funds from your physical ticket and e-ticket sales will be combined and distributed to your school within 2 weeks of the Auto Show conclusion.

## STRATEGIES FOR SUCCESS:

### **ASK A LOCAL BUSINESS TO SUPPORT YOUR FUNDRAISER**

#### **1. Businesses love to give Auto Show Tickets to their Customers.**

Ask your local businesses to purchase bulk tickets from your fundraising group that they can give to their loyal customers. Their customers will love going to the Auto Show and will be happy the business supports local students too – it is a Win-Win!

**2. Businesses can donate a cool prize.** Ask your local businesses to donate a cool prize that you can use as an incentive for your students. For example, ask a restaurant to host a party and all of the students who sell 10+ tickets get to attend!

### **SALES TIPS**

- Explain what the money will be used for (uniforms, camps, tournament fees, etc.)
- Don't forget to mention that every penny will go directly to your group/team
- If you have a game or host an event, make sure to sell to your fans/supporters!
- Spread the word online – use your custom emails and social media links



LEARN MORE ABOUT THE SHOW AT [WWW.AUTOSHOWOC.COM](http://WWW.AUTOSHOWOC.COM)