

# PASSPORT

## Case Study:

# Halloween Party

## A Special Hollywood-Themed Fundraiser

### **Background:**

PASSPORT magazine has a commitment as a part of our mission to raise funds for LGBT community organizations. One of our annual events is our Halloween costume party.

### **Objective:**

To raise Funds for our community partner, **The Richmond Ermet AIDS Foundation of San Francisco** [a 501-c3 foundation].

### **Approach:**

To tackle this challenge we enlisted the aid of **Madame Tussaud's Wax Museum**, an ideal setting for a Halloween party with a Hollywood theme, as our venue.

We secured the venue without a cash investment through an exchange of both print and on Line advertising opportunities for Madame Tussauds. We also brought aboard both a spirits sponsor (**Stolichnaya** vodka) and a wine sponsor (Fetzer Vineyards) eliminating those costs as well.

We also enlisted additional sponsorships from **Celebrity Cruises**, **Retail-Me-Knot**, and **Swiss International Airlines**, among others.

Additionally, we organized a silent auction element with items as diverse as a \$3,500 cruise aboard Celebrity Cruise Lines, Roundtrip

Business Class Tickets aboard Swiss, a 3 night Spa Retreat at Canyon Ranch along with a number of other travel get-a-ways.

Ticket prices were kept reasonable for the San Francisco Market (\$25 General Admission and \$75 VIP).

Our guests had full access to the museum for the night as it was closed to the general public for our event.

**Results:**

550 guests partied on Halloween night for a good cause. All told, between ticket sales and the silent auction \$104,950 dollars was raised for the charity. 100% of those proceeds were donated to them.

**The Takeaway:**

The Richmond Ermet AIDS foundation was thrilled. Both Stolichnaya and Fetzer Vineyards signed on to co-sponsor three more events with PASSPORT and each has invested in advertising pages in PASSPORT.