



Let's do the Numbers

How are our Santa Night Hosts able to raise so much money? Santa Night is a great combination of easy and successful fundraising techniques, including product sales, sponsorship, pledge gathering, individual contributions, participant incentive programs, contests, web sales and more.

The best thing about hosting a Santa Night is that every year, the event gets better, easier to run, and raises more money. However, no matter how much money you make, the fee remains the same -- so each year you raise more and more money for your great causes!

Let's look at the potential for a first year Santa Night Host.

We offer **special packages** designed to increase revenue, which are detailed separately. However, simply by running a basic event without implementing any of our additional money raising ideas, you can raise **\$10,000.00** or more.

The estimated first year event cost is roughly:	
Event Fee	\$950.00
Costumes	\$800.00
Transportation (optional)	\$375.00
Miscellaneous (optional)	\$250.00
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Total	\$2,275.00
Conservative Revenue Estimate	\$10,000.00
First Year Event Cost	\$ 2,275.00
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Projected First Year Net Revenue	\$ 7,725.00

Raising nearly \$8,000 is great -- but if you get a sponsor to underwrite your event costs, you can easily net over **\$10,000.00** in profit!

For more information, visit www.SantaNight.com

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