



## Let's do the Numbers

Canadian Dollars

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 Affiliate.

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 **\$15,584CAD** or more.

<b>The estimated first year event cost is roughly:</b>	
Event Fee	\$1,480.00 CAD
Costumes	\$1,247.00 CAD
Transportation (optional)	\$585.00 CAD
Miscellaneous (optional)	\$390.00 CAD
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Total	\$3,702.00 CAD
Conservative Revenue Estimate	<b>\$15,584.00 CAD</b>
First Year Event Cost	<b>\$3,702.00 CAD</b>
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<b>Projected First Year Net Revenue</b>	<b>\$ 11,882.00 CAD</b>

Raising nearly \$12,000CAD is great -- but if you get a sponsor to underwrite your event costs, you can easily net over **\$15,584CAD** in profit!

For more information, visit [www.SantaNight.com](http://www.SantaNight.com)

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