

# Blue Mountain

## **Fundraisers:**

- **Summit Aerial Park** - Sunday - Saturday, 12p-6p, May - October
  - On the date of your choice (see availability below), any person that purchases a Summit Aerial Park ticket and presents your organization's fundraising flyer will receive \$10 off their ticket and have \$10 of their ticket donated to your cause. If your goal is to raise \$500, you should aim to have 50 people attend your event.
- **Laser Tag**: Sunday-Saturday, 12p – 6p, May - October
  - On the date of your choice (see availability below), any person that purchases a Laser Tag ticket and presents your organization's fundraising flyer will have \$10 of their ticket donated to your cause. If your goal is to raise \$500, you should aim to have 50 people attend your event.
- **Dining**: Monday – Thursday, 6p-9p
  - On the date of your choice (see availability below), any person that dines at Slopeside Pub and Grill and presents your organization's fundraising flyer will have 15% of their bill donated to your cause (food only, no alcohol sales will be included). If your goal is to raise \$250, you should aim to have 105 people attend your event.
- **Tubing**: Monday – Thursday, 5p – 9p, December – March (weather permitting)
  - On the date of your choice, any person that purchases a tubing ticket and presents your organization's fundraising flyer will have \$10 of their ticket donated to your cause. If your goal is to raise \$500, you should aim to have at least 50 people attend your event.
- **Guest Bartending**: Monday – Thursday, 5:30p – 9p
  - On the date of your event, tips collected at the event be donated to your organization. The amount raised is dependent on your promotion of the event, the bartenders you secure, and the tips that are donated by your guests! For details, see below.

## **How to Apply**

- Visit [www.skibluemt.com/plan-your-event/fun-raising-opportunities](http://www.skibluemt.com/plan-your-event/fun-raising-opportunities) for our application. This is where you will be able to tell us about your organization, your fundraising goals, and also upload your 501 (c) (3) form. Please allow 3-5 business days for processing of all requests.



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## Guest Bartending

- How the Fundraising Works
  1. Once you've submitted an application and have been approved, reserve a date to bring "Celebrity" or "Guest" Bartenders to Slopeside Pub & Grill for a fun night out with your organization or company!
  2. You will raise funds through tips! The more people you bring to the event, the more they'll tip, and the more success you'll have. Don't worry, our bartenders will be helping you make drinks and have fun.
  3. Take the marketing seriously! Secure your bartenders and tell everyone about it! There's nothing more depressing for all of us when you show up but your friends don't. We book far in advance in order to give you time to properly market your event. While it may take a lot of work for a successful event, it is very rewarding and a lot of fun!
  4. After the event, your share will be sent to the charity you are raising money for by us within one week of the event (checks will only be written payable to the charity, not to individuals).
- Additional Ideas for Success
  1. Send your evite and post/send your Facebook messages as soon as the details for your event are finalized with Blue Mountain Resort.
  2. Build a team of people to plan the event – securing bartenders, deciding on dates, designing shirts for the bartenders that support your organization, marketing the event, securing prizes for drawings, etc. Try to diversify your team, utilizing each bartender for their access to different networks for people. This will help bring more people to your event!
  3. If working independently for a larger organization, make sure you contact and invite key decision makers at the charity. They have their own networks and marketing lists and can help make the event more successful. They may also want to bring information about the charity to the event to distribute to your guests.
  4. There are two keys to raising a lot of money:
    - Get a lot of people there early – 5:30pm
    - Keep them there late! – Have fun with it – add additional elements such as giveaways, door prizes, photo booths and games so people have fun and are engaged. If they're having fun, they stay longer and **TIP MORE!**
- Guest Bartender Responsibilities
  1. Your main job is to fill the bar and keep it full from 5:30pm until 9pm!
  2. Marketing – posting and sending messages to your social networks, emails, distributing flyers, calling people, etc. Whatever works for you!
  3. On the night of the event, you (and everyone helping you) should arrive 30 minutes prior to your shift and check in. You'll be introduced to your Slopeside Bartenders who will give you some tips and tricks to have fun and make the most of the event!
  4. You will receive complimentary non-alcoholic beverages throughout the event as well as 50% off menu items (these discounts are for the bartenders ONLY, not their friends, family, etc.)
  5. Wear shirts and have fun to promote the charity! Be creative and have fun! If you're having fun, your guests will have fun!



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## **Fundraising To-Do List**

- Once you meet the necessary requirements, the following must be completed:
  1. Choose the date of your event.
  2. Provide details of your fundraiser (application)
    - A Blue Mountain Resort staff member will create a custom flyer with all of your information that you will use to advertise and market your event. Keeping this in mind, you are encouraged to supply as much information as possible, such as your organization's purpose, fundraising goal, and what the funds will be used for.
  3. Distribute flyers to family, friends, and members of your organization to encourage attendance at your event.
    - Remember, flyers must be presented at your event to ensure your organization receives any funds (exception: Guest Bartending).
    - If you are planning an event that requires a ticket purchase, please make sure every person purchasing a ticket has a flyer. For example, if a family of 4 will be attending, each family member should present a flyer (4 total flyers).
  4. Get green!
    - Blue Mountain Resort will track all flyers brought in for your event. Based on the event and total flyers submitted, we will calculate the final donation amount. Your organization will receive a check 2-4 weeks after your event date.



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## **Keys to a Successful Fundraising Event**

1. Schedule at least 4 weeks in advance
  - a. This provides you ample time to properly promote your event.
2. Print the official handout
  - a. Once you receive your event flyer in an email, print and distribute to all of your family and friends. This is the only flyer that will be valid.
3. Email Blast
  - a. Emailing your official flyer is a quick and easy way to spread the word about your event. Attach the file in your crafted email and send away!
4. Give reminders at least 48 hours in advance
  - a. Reach out to everyone you sent your flyer to and remind them that your event is coming up in 2 days! Even though you already sent the flyer and they put it on their calendar, this is a more personal reminder.
5. Encourage friends and family to bring their friends and family!
  - a. Let people know they can share the flyer with anyone who would be interested in a fun event on the mountain! This is the easiest way to double your donation total.
6. Don't be afraid to advertise
  - a. In addition to handing out the flyers, try inserting your flyer in weekly newsletters, create an event on Facebook and invite people, and try printing your flyers on bright, fun paper! Anything you can do to spread the word, the better your event will be.