



Charity Nights at the Swan Theatre

The Swan Theatre Company will work with local charities to help them raise money for local good causes.

How it works

The Swan will provide the charity with an agreed number of tickets for the opening night of a production for them to sell at whatever price they wish. At the outset this will normally be 50% of the Monday nights tickets (64 tickets). **Small charities may wish to have fewer tickets, larger ones more.** This will be agreed on an individual basis. The remaining tickets will be advertised as usual on the Swan Theatre Box Office.

During the sale process the Charity will keep in touch with the Swan Charity Night Organiser. If sales are good and the Charity wishes to have more tickets these can be provided subject to availability. Alternatively, if tickets sales are slow – then some tickets can be returned for release for general sale.

Charities are free to offer incentives for their ticket sales – eg a free glass of wine, or nibbles before the show. **This may help to justify a higher ticket price.** All arrangements for this must be made by the Charity. On request the theatre could let the charities guests in at 6.45 pm for the nibbles/wine and then the public in later.

In addition, the Charity may organise a raffle to raise additional money. (The draw must take place either before, or after the show. It must not occur in the interval).

Financial Arrangements

Swan tickets currently cost £12 and £11 for concessions. From September 2022 the ticket price will increase to £12.50 with no concessions.

The Swan will receive £6 for each ticket sold regardless of whether it is sold by the Charity or through the Box Office. The Charity will receive the remaining money regardless of whether the tickets are sold through the Box Office or by the Charity. Please note sales through the box office incur a card handling and admin fee. This will be deducted from the income. Proceeds to the Charity will be after this deduction.

Worked example

Tickets are divided 50:50 between the charity and the Swan. All are sold. The charity sells their tickets for £15 a head (to include a glass of wine) and therefore generates $64 \times £15 = £960$

The Swan sells 64 tickets at £12 generating £768, net £716 (after handling fees).

Money due to Swan $128 \times £6 = £768$

Income for charity = £908 ($£960 + £716 - £768$)

