

Holding your own Pat 'Choppa' Orreal Darts Exhibition

Here is a little information for you if you are thinking of organising your own Darts Exhibition....

If this is your first exhibition, **DO NOT BITE OFF MORE THAN YOU CAN CHEW.**

Plan carefully, think have I

- Checked the PDC website at www.planetdarts.tv to find out when tournaments are scheduled on the events calendar, or when players maybe heading to my area of the country for a tournament.
- Chosen my venue, (bigger the better, the more people you can fit in the venue, more ticket sales, bigger budget, better show, etc, etc).
- Chosen the night of the week – remember to avoid the Darts league night obviously (NB: Sunday afternoons make a cracking time for a Darts exhibition!).

Next, think about the people in your local area and be realistic in what you are planning to charge for a ticket and what will it include, for example, will it include any food (buffet or sandwiches) is there going to be a disco after (Sunday??)

Here's a thought for you;

A venue holding 150 people at £5 per head will generate £750 on the door, You can make that up by selling raffle tickets, get together some raffle prizes, even if everyone only has a £1 ticket each, that's and additional £150 – which gives you a starting total of £900

Additionally you look at other avenues of income from sponsorship, adverts, etc, Find an event sponsor, offer them FREE tickets along with other incentives you are able to meet, business cards on tables, event branding, leaflet distribution, advert in programme.

Print an event programme and offer cheap advertising within it, more companies WILL go for the cheap option, make your money off a volume of advertisers rather than a couple.

If you agree to make whatever donation to a charity, local press will pounce on your exhibition for editorial, DO NOT PAY for advertising, you will get it FREE. Contact the Sports editor of the newspapers, offer them free tickets, contact local radio in the area for an interview, your player will often help here too by offering an interview, it is all good PR.

Selling tickets is the big job, give a FREE ticket to every LOSS LEADER in your area, the Chairman and President of the Darts league, give a FREE ticket to every pub landlord in the area, then give him an additional Ten to SELL to his Darts team and regulars, the darts team captain is a good loss leader, give a free ticket to your closest pals and ask them to help sell them at their works, social outlets, etc.

Write to local companies asking for raffle prizes, tell them what the exhibition is in aid of and ask how many tickets they want too, at least get a prize off them, restaurants are a good source, sports shops, football clubs, leisure venues and attractions too.

If you have any tickets remaining around three days before the event, give them away, empty seats are BAD NEWS, plus you can always get extra money out of the customers at the event too, by way of raffle tickets sales, etc.

Sell raffle tickets to take on the pro, One pound for a ticket, Ten tickets for a Fiver, Twenty Five tickets for a Tenner, you will find this method works trust me, more people WILL part with a Fiver than a pound

Finally Darts exhibitions are fun events, you get a chance to meet your favourite players and hopefully raise funds too.

I hope these points and tips have whet your appetite for an exhibition, if you need any advice please fill in the CONTACT US form, advice is FREE it would be a pleasure to help you put a successful event together.

Good Luck with it