

Our Bright Idea
Theatre Scavenger Hunt
La Mirada Theatre for the Performing Arts
La Mirada, CA
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Before our season opened, The Friends of the Theatre hosted a Theatre Scavenger Hunt.

A donation of \$15 was collected in advance.

In preparation:

The Friends solicited donations from within our membership and in the community. With our donations, we prepared one Grand Prize basket and approximately 20 gift baskets to raffle off. Some of the supermarket gift cards donated were used for refreshments.

We invited celebrity guests to join each team. Our producers, Tom McCoy and Cathy Rigby, our city blogger, Tony Aiello and the founder and director of Phantom Projects, Steve Cisneros. Several former actors were also invited.

Notices were sent to the local paper, the La Mirada Symphony group posted on their web page as well as the La Mirada Blog. Our members distributed flyers to family, friends and the community at large.

We had trial runs through the clues, to make sure it all worked. We had to revise three times before we got it right!

Clues were prepared. Then placed in envelopes with instructions for each team to work. We made and placed direction signs, in areas of the theatre where the teams would need to work the clues.

Example: The blue room, or orchestra pit.

Where the hunt would take place:

All areas of the theatre. Clues would be in the dressing rooms, back stage, outside on the marquee, etc.

The night of the Hunt:

We placed our direction signs, welcomed our guests and distributed each team member a raffle ticket.

Verbal instructions were given. All teams would begin at the sound of the theatre bell. Each team began on a different clue so they would begin in different areas of the theatre. There would be no time limit. The first team who solved all the clues and found the grand prize would end the hunt. The theatre bell would ring a second time to announce the end of the scavenger hunt.

Our guests were invited to have refreshments while drawing raffle prizes.

Our Grand Prize included tickets to the theatre, Disneyland, Medieval Times and many other wonderful items. The raffle prizes included gift items and gift cards.

The entire event lasted approximately two hours. Most time consuming was waiting for everyone to arrive so we could begin. The winning team took about 25 minutes to solve all the clues.

Examples of clues:

1. Tonight you are the star. Stand center stage and take it all in. Now look down at your feet to find the number you need to help you win.
2. Make up, hair, costumes galore. How many light bulbs are in dressing rooms 3 and 4?
3. In the balcony lounge we set the scene. Our pianist plays THEME songs. Listen awhile to find it and use the first letter of the Theme and you won't be wrong.

We had a total of 15 clues.

Time spent: About 40 to 60 hours in a span of five weeks by the organizing committee with the help of our Artistic Director, BT McNicholl.

Membership participating: Along with the five member committee, an additional twenty members worked the night of the Hunt. Several more members donated prizes and items for the refreshments.

Number of people attending: 81

Cost to the Friends: Approximately \$85 for incidentals

Profit: \$1,466.00

Would We do it again?

Before the event, the committee members asked themselves this question. We all said "NO". After the dust cleared, and we saw how much fun everyone had, we've had second thoughts. It was a fun, exciting, profitable fundraising event. With some tweaking and changes, it will surely be easier the second time around. Our celebrity guests and teams LOVED the experience and wanted more! Suggestions were even made to host a Hunt geared specifically to children.