

## **TRIVIA NIGHT FUNDRAISER**

The Repertory Theatre of St. Louis  
*Presented by Linda Vandivort and Ann Bronsing*

Trivia Nights are very popular in the St. Louis community. A Trivia Night is an evening event involving teams of 6 to 8 people who buy a table for the game. At the event, 10 rounds of 10 questions each are asked by a Master of Ceremonies. Each team has an answer sheet for each round. The team determines their best collective answer to each question and records it. At the end of each round, answer sheets are collected. When all answer sheets are turned in, the MC announces the answers while the scores are being marked and tabulated. Running scores are posted on a screen. At the end of the 10 rounds, the team with the most correct answers is declared the winning team and receives a cash prize.

The Rep Volunteer Board organized Trivia Nights in both 2013 and 2014. Twenty-three tables were sold at \$25 per person in 2014. The Board purchased a set of questions provided by a professional Trivia Night provider, as well as a power point program which projected on a screen the questions as the MC asked them. Each round of questions is based on a theme such as history, movies, sports, geography, etc. It is traditional for participants to bring food and drink to enjoy before and during the game. Free non-alcoholic beverages were provided.

Along with the trivia game, a silent auction was available for patrons to post bids before and during the evening. Board members solicited merchants, restaurants, etc., for the auction items. Approximately 40% of the income from the events was from this auction. Tables/ teams can also be sponsored by companies or individuals and rounds of questions are available for sponsorship. Other smaller amounts of money were raised from a raffle, and 2 games played between rounds.

### **Keys to Success:**

1. Patrons for tables and sponsors for rounds of questions.
2. Donations to the silent auction.
3. An MC with style and humor.
4. Enthusiasm from many volunteers to promote the event in the community, especially among non-theatre subscribers.

### **Estimated number of hours:**

Theatre Staff – 35; Volunteers – 194

Expenses included rental of the venue, purchase of questions, signage, free drinks, etc. The total expenses for 2014 were approximately \$2,000.

### **Results:**

Dollars raised in 2014: \$10,248.00

Theatre promotion: many Trivia Night fans were not familiar with the Rep and the event introduced them to the theatre's existence and offerings. It is a fun evening for patrons and volunteers.