

GENÉE
INTERNATIONAL
BALLET
COMPETITION
2010
LONDON

Challen**GENÉE**
Fundraising Pack



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About the Genée

History

The Genée International Ballet Competition is one of the world's most prestigious classical ballet competitions. Organised and promoted by the Royal Academy of Dance, the competition is held annually, and is named in memory of Dame Adeline Genée, one of the founders of the Academy.

The competition was first held in London, England in 1931 and since 2002 has been held in other major cities around the world. The competition is open to candidates who have studied the Academy's syllabus, having completed the Advanced 2 examination with Distinction, or having achieved the Solo Seal Award. Professional dancers are prohibited from entering. The competition consists of two days of Semi-finals and a Final, with Gold, Silver and Bronze medals presented for both male and female sections. The Gold medal is awarded to a candidate only if they demonstrate exceptional technical skills, an innate response to music, outstanding performance qualities and charisma. Other awards are introduced periodically, including the Audience Choice Award and the Award for Theatricality.

Applicants must be paid up members of the Royal Academy of Dance. Candidates must be aged between fifteen and nineteen on the last day of advice for results and be of pre-professional status and may not have been employed on a professional contract prior to entry of the competition.

2010 Details

We are delighted to announce that the 2010 Genée International Ballet Competition, the RAD's flagship event will be taking place in London, five years after it was last held in the UK.

The Semi-finals will be held at RAD headquarters (Tbc) on Thursday 18 and Friday 19 November and the Final at Sadler's Wells Theatre on Sunday 21 November.

ChallenGenée

Briefing - The Genée Challenge

It has been agreed that each of the seven UK/Ireland Regional Advisory Committees take up the challenge to raise £5,000 towards the considerable costs of the 2010 London Genée.

This challenge does not have to be too daunting. If each region simply challenged 100 members to raise £50 each, by any means, by July 2010, then we would raise £35,000, which would be 50% of our total fundraising target.

From sales to barbeques, from coffee mornings to clam bakes, there are literally hundreds of ways of raising just £50. Please see below for some simple, interesting and fun ideas to get you started. Any member who rises to this challenge and commits to raise £50 or more will automatically be entered into a "Genée Ticket Prize Draw" and will be in with a chance of winning a pair of top-price tickets to the Genée Final at Sadler's Wells.

Follow these simple points to ensure success

- **Decide** what type of event / activity you will be organising and what time/day you will be holding it
- **Advertise** your event wherever possible – work, school, online, posters / flyers
- **Sponsorship:** approach friends, family, teachers, colleagues and students and ask them to sponsor you
- **Record** details of all money that is exchanged on the Sponsorship Form (included in with this pack)

Fundraising ideas

There are many different ways that you can fundraise, here are just a few ideas to get you started:

Teachers

Wine and cheese evening
Cake baking competition
Book club
Car boot sale
Sewing competition
Bridge tournament
Best poem competition
Coffee morning
Ballet/dance exhibit
Talks from prominent dancers, dance professionals
Sponsored walk/run
Cookery demonstrations
Auction
Organise a sweepstake at work
Set up an online JustGiving page (www.justgiving.com)
Organise a raffle (see pg 6 for advice)
Organise a quiz night (sample quiz aimed at students is included in this pack)
Break a world record event: the largest number of ballet pirouettes is currently 36!

You could also ask your students to participate and suggest the following –

Students

Organise a dance-a-thon/Bop-till-you-drop event
Make a Ballet shoe collection box
Give up your favourite food for a week, e.g. chips, chocolate
Have a cake-sale at your house and invite your friends along
Challenge yourself to do any extra hour of dance practice for a specified period
Have a pyjama day at school
Guess how many sweets in the jar
Sponsored silence
Challenge yourself to see how many cream crackers you can eat in a minute
Organise a fun-run
Job swop for the day
Arrange a lunchtime concert

Financial information

How to pay in

Members who take up the challenge can pay-in the monies raised in one of the two ways:

- 1) By credit transfer to the account below. Once you have made the deposit, the member or group must inform their Regional Chair so that we can keep track of fundraising totals.
- 2) By sending a cheque (made payable to the RAD) to the Regional Administrator or Regional Advisory Committee Chair who will pay it in on your behalf and keep a record of the transaction.

HSBC Bank Account Details:

Account name: Challenge Genée

Sort Code 40-03-28

Account number 31783696

Merchandise sales

Genée merchandise is produced and underwritten by RAD Enterprises therefore **50%** of all Genée merchandise sales will be allocated to the Challenge Genée Fundraising account (via internal bank transfer).

When you are selling merchandise you need to clearly state (verbally or via signage) that “50% of all proceeds will go towards fundraising for the Genée International Ballet Competition”

Funds raised from the sales of limited edition Genée merchandise should be paid into the **RAD Enterprises bank account** by the Regional Administrators and not the Challenge Genée bank account. Each Regional Administrator will be issued with a paying-in book for this purpose.

Note for Regional Administrators

Genée merchandise will be available from April for sale at core and fundraising regional events. Sue Bacchus, Head of Trading and her team will provide Regional Administrators with full information on monitoring stock values and recording sales.

Advice & Recommendations

Raffles:

If you are organising a raffle, please remember that:

- Tickets may NOT be sold by under 16's.
- Some types of raffle require a license, however if it is a private event, e.g. tickets are only sold to work colleagues, fellow dance school pupils, then a license is not required – **we would recommend this route.**
- If all your proceeds go to charity (Royal Academy of Dance is a registered charity in England & Wales) and you intend to sell tickets only during the course of the event, a **Small Raffle** will suit your needs. Charge no more than £1 per ticket. You can give away any donated prizes, but may not have cash awards or spend over £250 on prizes. You do not need a licence for this type of raffle.
- An alternative way to sell raffle tickets without a licence is to **hold a Prize Competition.** Rather than determining the winner by drawing, you will ask a quiz question and reward prizes to those who answer correctly. Since the Prize Competition is based on skill rather than luck, it is not a matter for the Gaming Board.

Sale of alcoholic beverages:

- You will need permission for alcohol to be sold at any event under the Licensing (Occasional Provisions) Act. It is possible for a local Landlord to apply for the license for you and then run the bar at your event.

Events that involve music and dancing:

- If this event is deemed by the local authority to be for charity then they should provide the license required free of charge.

Collections:

- The legal minimum age for collecting money is 16, although in London it is 18 years of age.
- In order to make a collection in a private area, e.g. your local shopping centre or supermarket, then you will need the permission of the owner.
- In order to make a street collection you will need to contact your local authority for a license and be prepared to submit a final total.

Your safety:

- Your safety is extremely important – please refrain from doing anything unsafe or illegal.
- Try to refrain from collecting on the street and instead organise a collection/raffle within your workplace/dance school.

N.B. If you are unsure about any of the points above, please contact: marketing@rad.org.uk and we will be happy to advise.

Resources

We have included some materials in this section to help to publicise and run your ChallenGenée fundraising activity or event. They are as follows:

- **Promotional materials:** use the images and logos saved on the CD provided to prepare your own fundraising materials, e.g. posters, stickers, flyers.
N.B. If you produce a poster or an advert it must contain the ChallenGenée logo and this statement: “Royal Academy of Dance® is a charity registered in England & Wales No.312826.”
- **Facebook:** create your own ChallenGenée Facebook **events** page and invite all your friends to attend the event **OR** set up a ChallenGenée Facebook **group** and invite as many people as possible to sponsor you or take part!
- **Twitter:** Tweet your event step-by-step so everyone can see how it’s going
- **Sponsorship form:** keep a record of the people who have agreed to sponsor you for your fundraising event and tick them off once they have submitted their donation (remember to ask them if they’re eligible to give gift aid – 28p will be added to every pound that they donate, on the basis that they are a UK taxpayer)
- **Press and publicity consent form:** give your consent to let the RAD use your fundraising experience as a case study to inspire others
- **How to write a press release:** follow the template on the CD if you want to bring your fundraising event to the attention of the local media by writing your own press release
- **Quiz:** this quiz can be used as a learning resource to teach your students about the history of the Genée International Ballet Competition or as the basis for your Prize Competition (e.g. everyone who takes part in the quiz could submit £5). The answers can be found at the back of this pack.

Quiz – Easy

1. Which country hosted the Genée International Ballet Competition in 2009?
2. Which city in the UK is RAD headquarters based?
3. How many times a year is the Genée held?
4. Who is the President of the RAD?
5. Which form of dance does the Genée showcase?

Quiz – Moderate

1. What is the name of the dance magazine published by the RAD?
2. Which London theatre will the Genée be held in, in 2010?
3. Name two other dance events that the RAD organises every year?
4. Name three countries where the Genée has been held in the past?
5. Which Royal figure is the Patron of the RAD?

Quiz – Difficult

1. Which year did the Genée competition start in?
2. How many different categories of RAD membership are available?
3. Between what ages can students take part in the Genée competition?
4. What is the name of the interactive RAD website, designed specially for children?
5. Which famous ballerina is the Genée International Ballet Competition named after?

Quiz – Very difficult

1. When was the first male Genée award presented?
2. How much does RAD Friend of the Academy membership cost?
3. How many different medals are there available to win at the Genée competition?
4. How many members does the RAD have worldwide? (to the nearest thousand)
5. Name one 19th Century Classical Repertoire Variation available to male candidates to choose for the competition?

Quiz – Advanced

1. Who was the commissioned choreographer at the Genée competition in 2006?
2. Can you name the five founders of the RAD and their nationalities?
3. Which reality TV show did the 2008 Genée Gold medallist, Aaron Smyth, reach the final of?
4. Approximately how many students take RAD examinations each year? (to the nearest thousand).
5. Name one 20th Century Classical Repertoire Variation available to female candidates to choose?