* Partnering with Many Hands:

After Rotary’s costs, the percentage of revenue for each organization will be based on percent of tickets sold for each organization plus the percent of revenue earned from the auction items provided by each organization.

Shared costs:

Rental of tent, chairs, tables, lighting, event liability insurance required by the City, bond costs required by State Liquor Control Commission. As with last year, Many Hands will piggy-back on the tent rental for use with its Saturday run event. (This assumes Many Hands has worked out liability insurance to cover the City for its Saturday running event.)

Marketing:

Both organizations will promote the event in their communities, via social media, online resources, unpaid media (PR), and paid media.

Ticket Sales Areas:

Rotary will attempt to confine ticket sales within the area wherein its members reside: the City of Williamston and townships of Williamstown, Wheatfield, & Locke.

Many Hands will attempt to confine ticket sales within the nearer Greater Lansing areas of Okemos, East Lansing, Holt, Mason, Haslett, and DeWitt.

Some overlap is likely to occur, of course. No harm, no foul.