



## SHS HS 1984 Alumnae Association

School of the Holy Spirit of QC  
F. Sotto St., BF Homes, Barangay Holy Spirit,  
Quezon City, Philippines

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Ref. No.: 02-0004  
Date : 23 August 2002  
To : The Association Board  
Cc : Association File  
From : Marketing and Promotions Committee  
Re : **PROJECT PROPOSAL**

### 1. **Project** “Harry Potter and the Chamber of Secrets” Private Screening

#### 2. **Background:**

- a. “Harry Potter” is deemed to be the most “commercial” of the movies to be shown in November-December 2002. The movie appeals to the largest base: alumnae and their families and the current students of SHS (our target market).
- b. The opening date for “Harry Potter” is on November 15, 2002 (Friday).
- c. As decided by Warner Brothers Philippines, “Harry Potter” **cannot be premiered** by any company or organization.
- d. A private screening of “Harry Potter” is possible. Even if the date will be simultaneous with the commercial screening, a private screening still has a lot of promise because of the very strong following. It is up to us to market the event properly.

#### 3. **Potential Venues:**

- a. Louie’s THX
  - i. Capacity: 481 pax with a bar-like lobby.
  - ii. Cost of private screening: P 55,000
  - iii. Available Dates: Nov 17 - Sun (10:45am) and Nov 18 - Mon (all slots) & Nov 19 - Tues (all slots)



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### b. SM Megamall

- i. Capacity: Cinema 1 seats 628 pax and all other cinemas seat approximately 400 pax.
- ii. Cost of private screening: P100 per head. P 62,800 for Cinema 1 and approx P40,000 for all other cinemas.
- iii. Available Dates: No one has yet reserved for a screening. Reservation will be accepted upon 50% deposit and approval by Warner Brothers.

### 4. Conservative Budgetary Estimates

Activity	Louie's	SM Megamall
Ticket Sales (at P150 with 75% sell out rate)	57,700	75,500
Cash Solicitations (solicitations in kind also needed)	100,000	100,000
Theater Expenses	(55,000)	(62,800)
<u>Printed Materials:</u>		
...tickets (at P10 with 15% overproduction)	(5,500)	(7,200)
...posters (at P30 x 50)	(1,500)	(1,500)
...programmes (at P40 x 80% of pax capacity)	(15,400)	(20,000)
<u>Promotions:</u>		
...meeting with officials/student council or classroom-to-classroom visit	0	0
...letters to alumnae and companies which we can solicit from (mailing)	(1,000)	(1,000)
...email and text campaigns	0	0
...press post-publicity and tv coverage (possibly E! channel)	0	0
...Harry Potter Trivia Quiz (logistics, HP merchandize as prizes for winners, raffle items)	(10,000)	(10,000)
...Major Raffle for night itself (items solicited and bought) and prize for Costume Contest for kids	(10,000)	(10,000)
<b>Totals</b>	<b>59,300</b>	<b>63,000</b>



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### 5. Risk Mapping:

- a. Imperative that school supports the project. Relations with new principal must be established and managed.
- b. Theaters should be reserved as soon as possible. As the date draws near, more groups want to have private screenings and they only allow a limited number.
- c. Because this is only a private screening, the theaters will not allow merchandising or the showing of ads. This will limit the media values we can offer to potential advertisers.
- d. Revenues can go up if solicitation campaign can yield higher than P100,000.
- e. To improve sales and solicitations, it is suggested that an informal reunion happen **before** the event. To limit expenses, we can make it a potluck merienda sena at someone's home.

Prepared by:

**Mona Magno-Veluz**