

THE MINI MARILYN

CABARET SHOW

Venue Information



CONTACT

Elizabeth Evans (BMus., ATCL, CSTD.)
Singer-Dancer-Actor-Choreographer-Teacher
ABN: 81 088 506 162

Ph: 0403 808 965

Email: theminimarilynau@gmail.com
[facebook.com/minimarilynofficial](https://www.facebook.com/minimarilynofficial)

CONTENTS

INTRODUCTION	3
WHO PROVIDES WHAT	4
HELPFUL HINTS ON SELLING THE MINI MARILYN	5
FOOD & SHOW ARRANGEMENTS FOR THE MINI MARILYN	6
FOOD AND DRINKS SERVICE	7
“THE MINI MARILYN” COCKTAIL RECIPE	7
TICKETING AND SALES	8
THE ROOM LAYOUT	10
THE FINANCIALS	11
THE MINI MARILYN CHECKLIST FOR VENUES	12
EXAMPLE BOOKING SHEET	13

“ELIZABETH EVANS PLAYS MINI MARILYN AND BELIEVE ME WHEN I SAY THAT SHE IS A POWERHOUSE TALENT...”

– Australian Arts Review

**As seen as a featured Judge on Channel 7’s
hit show “All Together Now”**

A DELICIOUS CREATION LIKE NO OTHER – THAT COMBINES ALL THINGS CABARET AND COCKTAILS!’

The Mini Marilyn spends the evening toasting to the sisterhood! Together, the audience and Mini (acting as bartender and hostess) “taste” a number of cocktails during a wild Girls Night Out! The songs performed by Mini and her cast are by various powerful and inspiring female artists from many different decades and genres of music.

The Mini Marilyn is the perfect guest and entertainment for your venue – glamour, class, charm, bubbles and humour all wrapped up into a fun sized pocket rocket! She is the exquisite balance of vintage and modern Hollywood and always leaves an audience wanting more!

Please take some time to read this outline of what is required for the successful performance of The Mini Marilyn and her team at your venue. Please also feel free to circulate this to the appropriate catering and service staff. This will ensure everyone is properly briefed to assist in the smooth running of the evening so that your patrons will have an enjoyable and memorable time.

Should you have any general enquiries or require further information please contact:

THE MINI MARILYN

Elizabeth Evans

Phone: 0403 808 965

E-mail: theminimarilynau@gmail.com

Facebook: facebook.com/minimarilynofficial

WHO PROVIDES WHAT

THE MINI MARILYN TEAM WILL PROVIDE:

1. The Stage Show - information about the show on page 3.
2. Set for stage area.
3. Sound and Lighting equipment (as required).
4. Promotional and publicity material – Posters, e-flyers, Press Kits, instructions to sell tickets online via third party websites ie. Eventbrite or Sticky Tickets.
5. Event coordination with set up and event programming.

VENUE TO PROVIDE:

1. EITHER; 2 course meal OR; light snacks/appetizers - details contained on page 6.
2. Staff to prepare and serve meal/appetizers.
3. Liquor – Bar Service and/or table (tray) service depending on policy.
4. In-house publicity, promotion and ticket sales.
5. Tables Settings as per example diagrams contained on page 10.
6. Stage and room set up – information listed on page 10.
7. Change room facilities for cast; preferably accessible to bathroom facilities and mirrors.
8. 5 x Dinner before show and water/soft drinks for cast and crew.
9. Accommodation for 5 persons;
2 x Single Room accommodation
1 x Twin Share accommodation (Motel style with one bathroom per room).
10. 5 x Continental breakfast.

Please ensure that The Mini Marilyn team is able to gain access to the performance space earlier on the show day in order to set up sound and lighting.

HELPFUL HINTS ON SELLING THE MINI MARILYN!

1. The show incorporates song, live comedy, audience participation and tap dance!
2. Fun ways to advertise a target audience; cabaret aficionados, pop music lovers, theatre-goers who love sparkle, to dance and sing along to live music (or toe-tap for the shyer audience members!). Previous audiences have been predominantly female or larger groups (social, work). This show is most certainly LGBTQIA+ friendly.
3. Acquaint your staff with details of The Mini Marilyn and the show coming to your venue as per the information provided in this pack. THEIR ENTHUSIASM about the show is great publicity (via word-of-mouth) for them to pass on details to prospective customers.
4. Display Posters in your reception/foyer and high traffic areas in your venue.
5. Advertise the show on your website.
6. If your venue has a Facebook page, please visit facebook.com/minimarilynofficial and "like" the page and share with the followers of your venue's Facebook page. You can also share this page link with your staff and encourage them to share with their Facebook friends. Electronic images will be sent to you to use on your venue's Facebook page and by posting periodically about the show and event, this will gain audience anticipation.
7. Follow The Mini Marilyn on Instagram - @minimarilynofficial – we will follow you back, post about upcoming venues and tag your venue (in order for you to share to your page) as well.
8. Instagram "Re-sharing" competitions/ticket giveaways can also be run through The Mini Marilyn page together with your venue.
9. Contact your local newspaper to see if they can run some FREE editorial for your venue hosting The Mini Marilyn. You may already have a good relationship with your local paper, particularly if you advertise regularly with them! A Press Release, Advertisement and Photograph will be supplied to you via email and can be sent onto your local newspaper(s) directly.
10. Display any brochures/flyers you have printed on front counters and throughout the venue where space is available.
11. Any other advertising during day-to-day activities within the venue, e.g.; Club billboards, regular PA announcements, during meat raffles, bingo prize giving, club auctions etc.
12. Particularly in regional areas – local small businesses or members that may visit your venue regularly will often display large (A3) sized posters in their windows, e.g.; Local Butcher, Bakery, Newsagency.
13. The photograph and advertisement together can be published in club publications and magazines. A 'combined' image can be emailed to you upon request.
14. If your venue has either a member or business mailing list, consider a small mail-out or email communication with the combined image or press release as a "Special Event" at your venue.
15. For larger venues that may have a separate bar for patrons to use during the show; we suggest a special one-off cocktail called "The Mini Marilyn" to be sold for the evening. This is a very simple recipe, has generated additional revenue for previous venues and is a fun tie-in for the venue to the show for the evening!

FOOD & SHOW ARRANGEMENTS FOR THE MINI MARILYN

It is your choice as the venue to either offer;

A 2 COURSE DINNER AND SHOW (ENTRÉE AND MAIN COURSE OR MAIN COURSE AND DESSERT)

EXAMPLE RUN SHEET

PRE-SET	Tables dressed and set, house lights dimmed, bar / service staff ready.
7PM	DOORS OPEN
7:15PM	FIRST COURSE SERVED
7:35PM	FIRST COURSE CLEARED
7:45PM	FIRST ACT ENTERTAINMENT TO COMMENCE
8:15PM	SECOND COURSE SERVED
8:45PM	SECOND COURSE CLEARED
8:55PM	SECOND ACT ENTERTAINMENT TO COMMENCE
9:30PM	SHOW CONCLUDES

OR ONE ACT CABARET SHOW (APPETIZERS OR LIGHT SNACKS PRE-SERVED AT TABLES)

EXAMPLE RUN SHEET

PRE-SET	Tables dressed and set, house lights dimmed, bar / service staff ready.
PRE-SET	Appetizers or light snacks pre-served at tables
7PM	DOORS OPEN
7-7:30PM	DRINKS SERVICE ENCOURAGED (Audience can still purchase drinks throughout performance)
7:30PM	ENTERTAINMENT COMMENCES
8:45PM	ENTERTAINMENT CONCLUDES

Please note: Whilst these times are largely accurate, audience involvement segments in the show can slightly alter time schedules. Also, slight variations can occur due to size of audience, room layout and style of service etc.

FOOD & DRINKS SERVICE

We are more than happy for you to create your own two (2) course menu to suit your catering facility, the broader theme of the evening and your customer culinary expectations.

If your venue chooses either the cabaret or banquet (long trestle table) style seating, tray service to tables is preferable (but not essential) for the show! Theatre aisle seating is best suited to having the patrons purchase their drinks from the bar and take back to their seats.

All staff that you choose to work the event should have Bright and Fun personalities and should be a to 1:20 staff/patron ratio.

Customers could also obtain drinks from the bar, particular if there is a private bar in your function area/auditorium/performance space.

Table service of drinks will minimize audience movement and visual impairment throughout the room while there is activity on stage and will maximize your liquor sales during the evening. This service can also be continuous throughout the evening.

As the theme of the show certainly generates plentiful liquor sales, sufficient staff should be rostered on and should be on hand by 7pm at the latest to start table service as soon as patrons are seated – this will alleviate any congestion at the bar.

A member of The Mini Marilyn team will liaise and work with you on the night, regarding appropriate time to have food and / or drinks service timed with the entertainment. It is important that the venue rosters a supervisor for the duration of the evening so our team can liaise with a person in authority in case of food, beverage, staff or technical problems.

“THE MINI MARILYN” COCKTAIL RECIPE!

TO BE SERVED IN YOUR CHOICE OF COCKTAIL GLASS:

- 1 part vodka
- 1 part triple sec liqueur/Cointreau
- 1 shot of raspberry cordial/Grenadine
- Fill rest with lemonade/Moscato or Prosecco – if you want it to be extra potent!

TICKETING AND SALES

TICKETS ON SALE

It is important that when tickets go on sale, all relevant staff at your venue are informed and are aware of how tickets are to be purchased for The Mini Marilyn.

PLEASE NOTE: YOU WILL NEED TO SET YOUR OWN TICKET PRICE

(This includes stage show, choice of food arrangement* and GST).

Note: Please visit page 6 for choice of food arrangement.

You are also able to set your own ticket capacity, depending on room size.

We do recommend that tickets are pre-paid, particularly if the food arrangement chosen is a 2 course meal. This is in order to avoid food wastage and over-supply of staffing. If your venue decides to serve appetizers or light snacks as part of the show, you may be able to continue to sell tickets up to the evening of the show if you feel there will still be enough food to be purchased by patrons. However, attendees that wish to book or sit together as large groups will need to be accommodated as pre-allocated seats and should not purchase last minute.

This is why we recommend using either Eventbrite or Sticky Tickets as a ticketing platform for your venue. These online platforms can your venue the capability to sell, print, receipt and organize ticket sales for the show with the customers able to pay online and are immediately sent their tickets to print at home.

<https://www.eventbrite.com.au/>

<https://www.stickytickets.com.au/>

GROUP BOOKINGS:

You can either offer;

Member Ticket Sales – where customers pre-organize their own numbers, collect ticket money from their group members and purchase the required number of tickets from your venue / ticketing platform.

OR

Ticket Reservations/On Hold – where customers can phone / visit your venue and reserve seats until an appointed date set by your venue when payment and ticket collection is due. This is usually a method that venues utilize when they are NOT using an online ticketing platform and allows customers to organize their final numbers by the ticket payment date.

It is important that HELD SEATS are not overdue past the scheduled payment / pickup date. If a group or customer has not collected and paid for their tickets by payment date, they need to be contacted and given another due date soon after or alternatively, the booking should be cancelled and those seats available for sale.

Do not be misled that a “Booked Out” night equals a “Sold Out” night!

THE MINI MARILYN REFUND POLICY:

In accordance with the “NSW Government Code of Fair Practice (Entertainment Industry)”, there are NO refunds or credits on pre-paid tickets.

There is also NO provision for complimentary, discount or giveaway tickets for “The Mini Marilyn” portion of the ticket price.

If your venue has an alternative booking system or method, please feel free to utilise this.

Please advise us upon reserving a performance which ticketing method you choose to utilise.

BOOKING SHEET

A Booking Sheet template appears on page 14. This can be used if you do not have an alternative booking system.

IMPORTANT – SEATING & SELLING TICKETS

This applied to all ticketing regardless of ticketing method.

As tickets are SOLD & FULLY PAID FOR, customers/groups should be allocated seats/tables on a Seating or Table plan reflecting the physical layout of the venue for the night. This should be done on the basis of a “first in, best dressed” ie. those that pay first are allocated the front seats / tables.

Please sell seats from the front of the room and then work back filling seats/tables so no gaps or single spaces are left. We recommend not showing customers the seating plan or performance space. It is best to work on a “first in, best dressed” basis. This will ensure you are not left with “dead spaces” in the room/close to the stage and will create a suitable ambience with a captive audience in the immediate vicinity to the stage area.

Once the table/seating plan has been finalized, use this plan to set your tables in the room and also use it to seat customers on the night – you can create extra copies if required to have enough on hand to give to staff that are assisting with seating on the night.

Part of the fun of entertainment that involves live singing and dancing (particularly songs that audience members will know!) is the sense of communal spirit by having groups sit together in longer table or circular “cabaret style” seating – please see photos of suitable table arrangements on page 10.

RECONCILIATION OF TICKETS/ATTENDANCE & PAYMENT TO “THE MINI MARILYN”

A representative from the team will monitor ticket admission into the room and if the venue’s physical tickets have been used, we will collect sold ticket butts at the conclusion of the show in order to declare a final “tickets sold” number. Alternatively, if an online ticketing platform has been used, sales reports and reconciliation will be signed off and arrangements for payment confirmed by EFT the next working day.

THE ROOM LAYOUT

The following is a list of staging specifications to ensure the safety of all performers and to guarantee The Mini Marilyn performs at her best!

Stage: A strong, well-constructed stage is preferred to ensure the safety of all performers and to guarantee The Mini Marilyn performs at her best! The preferred minimum stage size is 4-5m WIDE X 4-5m DEEP X 0.5-1m HIGH. Mini and her team are certainly able to adjust show requirements if the stage is not to those exact specifications! We do not require a dance floor.

Front tables/seating should be placed no further than two metres from the front of the stage area and placed reasonably close to each other. Should you have a large auditorium, you may consider placing self-standing screens / curtains to create a more intimate atmosphere.

CAST ARRIVAL AND ROOM SET-UP TIMES

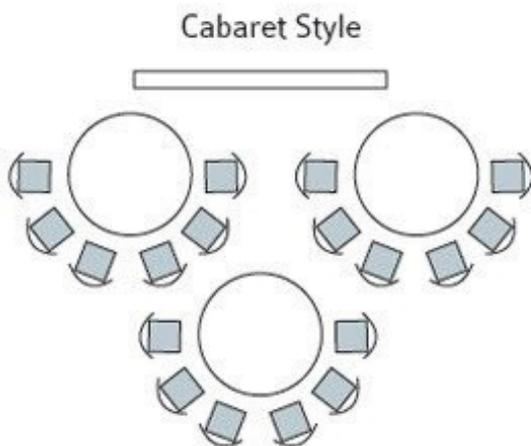
The Mini Marilyn team will need to gain entry to the venue in the afternoon to setup the lighting and sound components of the show. We have our own sound system and lights if required – note: single phase power supply only required.

After the team completes their setup, the cast will be on hand at the venue from 5:45pm for dinner and to prepare for the show. Staff should be on-site from 6pm for a short briefing of how the evening will run.

SEATING ARRANGEMENTS – EXAMPLE PHOTOS

“Cabaret” Style Seating – RECOMMENDED

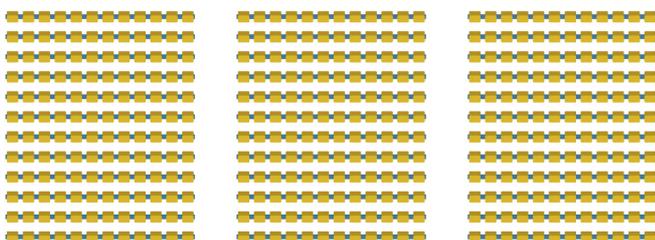
(If not this style, long trestle ‘banquet’ style tables can also be utilized).



“Theatre” Style Seating – no tables but multiple aisles.

(This could be used if not wanting to serve food but only drinks).

Multiple Aisles Seating



THE FINANCIALS

YOU WILL NEED TO SET YOUR OWN TICKET PRICE.

SETTLEMENT OPTIONS FOR PERFORMANCE VENUE ARE:

OPTION A) The Mini Marilyn recoups \$25 per ticket sold e.g., 100 tickets sold = \$2,500.00AUD.

OPTION B) The venue pays flat rate minimum fee of \$2,500.AUD regardless of number of tickets sold.

Recommended MINIMUM Ticket Pricing:

No food OR One-Act Show = \$40 ticket per person.

Appetizers only OR Two-Act Show = \$50 ticket per person.

One / Two Act Show AND 2 Course Meal = \$60 ticket per person.

Financial Arrangement to be agreed upon by the commencement of the performance.

Minimum fee guarantee regardless of number of patrons = \$2,500.00AUD

Any additional profits will be separated as a 70% Artist / 30% Venue Split.

A Tax Invoice will be provided at the conclusion of the performance.

Please pay directly into;

ACCOUNT NAME: EVANS E J

BSB: 012-125

ACCOUNT: 409695063

With remittance emailed to theminimarilynau@gmail.com within ten (10) business days.

HOW CAN WE MAKE YOUR VENUE ADDITIONAL PROFIT?

Utilise "The Mini Marilyn" Cocktail Sales!

THE MINI MARILYN REFUND POLICY

In accordance with the "NSW Government Code of Fair Practice (Entertainment Industry)", there are NO refunds or credits on pre-paid tickets.

There is also NO provision for complimentary, discount or giveaway tickets for "The Mini Marilyn" portion of the ticket price.

THE MINI MARILYN CHECKLIST FOR VENUES

ITEM	PREPARATION	COMMENT	CHECKED
ROOM SETUP	Set up tables – either; Cabaret tables. Trestle tables. Theatre seating.	First row to be placed 1.5m (approximately 5 feet) from front of stage.	
	Dress tables as how you best see fit (ie. cutlery / candles etc) depending on number of courses, style of cuisine served.		
	Have copies of Seating Plan (if applicable) available of staff.	Show group name on plan (this is the easiest for staff to seat patrons).	
	Room ready for Doors Open at 6:45pm – House lights dimmed, gentle house music to start (preferably by Female artists).	Staff that will be seating patrons ready to greet and seat.	
SERVING STAFF	Pre-allocate designated tables for staff to serve for the evening.	Ready for patron greeting at 6:45pm.	
FOOD	Pre-set any food that is required on the tables (if applicable).	Ensure there is enough food, plus back-up for number of pax in audience (if applicable).	
FIRST COURSE	First course served at 7:15pm.	7:15pm Approximate time.	
	First course cleared at 7:35pm	7:35pm Approximate time.	
SECOND COURSE	Second course served at 8:15pm.	8:15pm Approximate time.	
	Second course cleared at 8:45pm	8:45pm Approximate time.	
FINALE	Coffee station ready for 9:15pm	OPTIONAL	
BAR SERVICE	Bar set up and ready to go for 6:45pm	All staff to wear normal club uniform / all black /(sparkly).	

TICKET RECONCILIATION & INVOICING	Mini Marilyn team member to retrieve ticket stock – either sold butts or reconciliation reports from online ticket vendor, give venue tax invoice and confirm payment procedure.		
PACK OUT	Mini Marilyn team to pack out after show.		

