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Rotten to the Core

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**ROTTEN
TO THE
CORE**

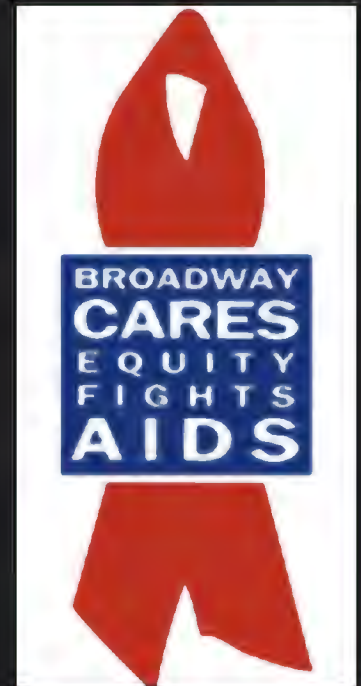


Rotten to the Core Drag Show

One of the nation's leading industry-based, nonprofit AIDS fundraising organizations.

BC/EFA has raised more than \$250 million for essential services for people with AIDS and other critical illnesses across the United States.

Broadway Cares awards annual grants to more than 450 AIDS and family service organizations nationwide and is the major supporter of the social service programs at The Actors Fund, including the HIV/AIDS Initiative, the Phyllis Newman Women's Health Initiative, the Al Hirschfeld Free Health Clinic, The Dancers' Resource and the Stage Managers' Project.



Rotten to the Core Drag Show

Drag Show – a production put on by drag queens and accompaniment that provides entertainment to an audience and shows personal expression and creativity.

Goals:

To raise funds through promotions and marketing for BC/EFA by donating at least 20% of ticket sales

Increase HIV/AIDS awareness by taking some time in the production to talk about the organization, the cause and the importance of activism and awareness



Proposal & Pre-Planning

Project Approval

Obtain Venue

Establishing Theme

Support & Crew

Gaining Interest

Recruiting Performers

Auditions for Dancers

Rehearsals



Marketing & Promotions



ROTTEN TO THE CORE

DRAG SHOW

SATURDAY, APRIL 23RD

V.I.P. TICKETS \$16

GENERAL TICKETS \$11

4:00 PM & 8:00 PM
RILEY AUDITORIUM
DOOR OPEN 5:30 PM & 7:30 PM

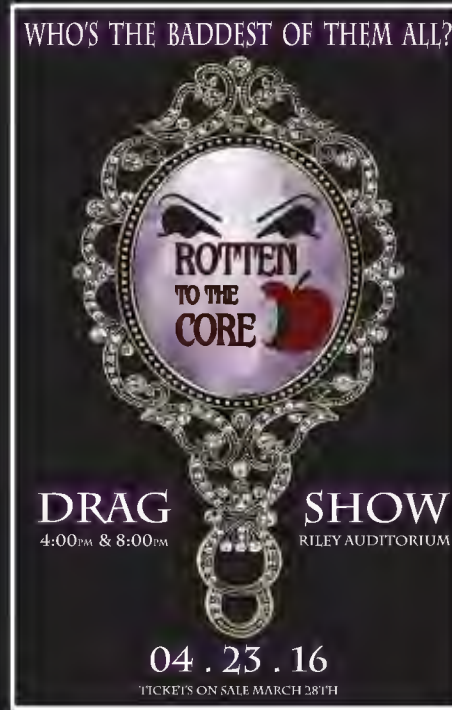
PRESENTED BY: **SPHINX**

20% OF TICKET SALES BENEFIT

BROADWAY CARES EQUITY FIGHTS AIDS

<https://rottentothecoredragshow.eventbrite.com>

ONE BAD APPLE SPOILS THE BUNCH



WHO'S THE BADDEST OF THEM ALL?

ROTTEN TO THE CORE

DRAG SHOW

4:00 PM & 8:00 PM
RILEY AUDITORIUM

04.23.16

TICKETS ON SALE MARCH 28TH



ROTTEN TO THE CORE

DRAG SHOW

4:00 PM & 8:00 PM
RILEY AUDITORIUM
DOOR OPEN 5:30 PM & 7:30 PM

SATURDAY, APRIL 23RD

V.I.P. TICKETS \$16

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BROADWAY CARES EQUITY FIGHTS AIDS

20% OF TICKET SALES BENEFIT

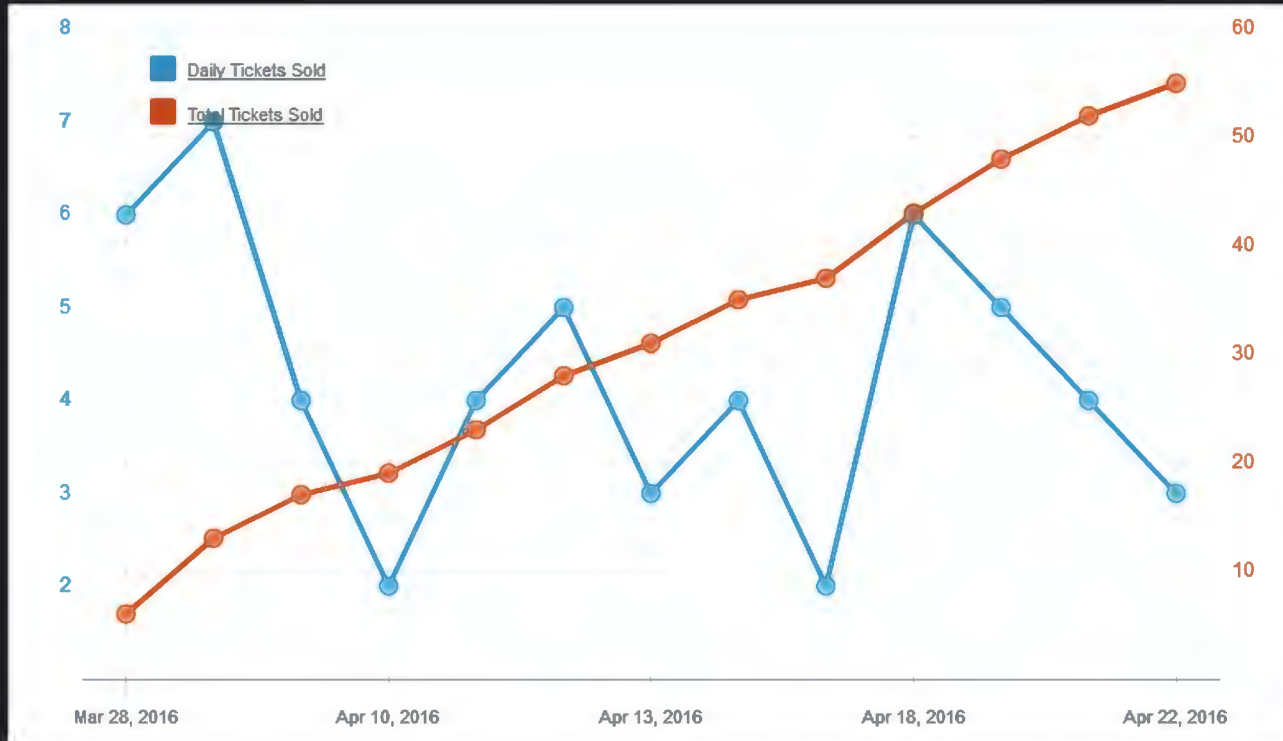
<https://rottentothecoredragshow.eventbrite.com>

PRESENTED BY: **SPHINX SIGMA DELTA BETA**

[@ROTTEN_CORE16](https://twitter.com/ROTTEN_CORE16)

Logistical Results

Online
Sales



Logistical Results

Online Ticket Sales \$650

In-Person Ticket Sales \$956



Donations \$200

Tips \$220



Security \$175

Kraft \$175

Marketing Materials \$150

Production Materials \$200

Costuming \$300



NET INCOME = \$1,026

Logistical Results



\$500



\$526



Rotten to the Core Drag Show





Broadway Cares / Equity Fights AIDS

My Life
with AIDS



Production Reflection

AMAZING,
HUMBLING,
FUN!!!



Legacy

The legacy I hoped to have left was one of awareness and continued advocacy for the HIV/AIDS cause and the Broadway Cares/Equity Fights AIDS organization.



The Effect





**ROTTEN
TO THE
CORE**