

LGBT History Project of the LGBT Center of Central PA

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Title: Lily White & Harrisburg Men's Chorus Calendar Proposal

Date: 1994

Location: LGBT-043 Lily White & Company Collection

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LILY WHITE & CO./HBG. MEN'S CHORUS CALENDAR PROPOSAL

PAPER	300		500	
	Total	Unit	Total	Unit
Prod. Gloss 70#	\$1,245	\$4.15	\$1,405	\$2.81
with PMS	\$1,802	\$6.01	\$2,056	\$4.11
Prod. Gloss 80#	\$1,295	\$4.32	\$1,467	\$2.93
with PMS	\$1,852	\$6.17	\$2,056	\$4.11
Passport 70#	\$1,260	\$4.20	\$1,423	\$2.85
with PMS	\$1,817	\$6.06	\$2,012	\$4.02

NOTES

The Lily White Ways & Means Committee recommended that the calendars be sold in the neighborhood of \$10-\$12. Therefore, taking the \$10 figure/calendar we find that the breakdown for each organization is as follows:

Use Prod. Gloss 80# paper:

300 calendars

Printed at a combined cost of \$1,295

Lily expense: \$648 for 150 calendars
Break even point at \$10/calendar/org.:

$$\$648/\$10 = 65 \text{ calendars}$$

Profit/org.: $150 - 65 = 85$ calendars

$$85 \text{ calendars @ } \$10 \text{ each} = \$850!$$

500 calendars

Printed at a combined cost of \$1,467

Lily expense: \$734 for 150 calendars
Break even point at \$10 calendar/org.:

$$\$734/\$10 = 74 \text{ calendars}$$

Profit/org.: $250 - 74 = 176$ calendars

$$176 \text{ calendars @ } \$10 \text{ each} = \$1760!$$

It was suggested by committee that each organization be responsible to sell an allotment of calendars so that each group is not dependent on another to sell calendars.

It was decided not to go with an extra color due to the increased cost.

TIMETABLE

Pictures to be taken by mid-September
Calendar go to printer **no later than** September 30th
Street date for sale: October 15th

Possible venues for Lily sale of calendars

Membership
Lily bar shows held in October and November
Christmas show
Order via box office/company phone
Patron mailing (extra cost to mail calendars)
Lily Annual Meeting in January
Pennsmen show in February
Touring appearances

Peak selling time will probably occur between Oct. and Jan.

If successful, it would be advisable to do a mailing to acquire orders for 1995 calendars at bar shows for August show as well as at the July show as well as our patron mailing advertising the July show.