

LGBT History Project of the LGBT Center of Central PA

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Documents Online

Title: Lily White & Company - Ways and Means Committee Calendar Proposal

Date: 1993 to 1994

Location: LGBT-043 Lily White & Company Collection

Contact:

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WAYS & MEANS COMMITTEE CALENDAR PROPOSAL

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

NOTES

The Ways & Means Committee recommended that the calendars be sold at \$10 a piece. Therefore, in order to break even, 130 calendars must be sold if 300 are initially printed (see below):

Use Prod. Gloss 80# paper:

300 calendars Printed at a cost of \$1,295

$$130 \times \$10 = \$1,295$$

$$\text{Profit: } 170 \times \$10 = \$1700$$

500 calendars Printed at a cost of \$1,467

$$147 \times \$10 = \$1,470$$

$$\text{Profit: } 253 \times \$10 = \$2,530$$

TIMETABLE

Pictures to be taken by May 1
Calendar go to printer no later than June 15th
Street date for sale: July 24th

Possible venues for sale of calendars

Membership
Lily bar nights held in May and June
July and Christmas shows
Pride Festival
Order via box office/company phone
Advertise with patron mailing for July hotel show (extra cost
to mail calendars)
Touring appearances

Peak selling time will probably occur between July and
December

If successful, it would be advisable to do a mailing to
acquire orders for 1996 calendars at Christmas shows, '95 auction,
early '95 bar nights and tour shows.

Profits

It was also suggested that part of the profits (5 - 10%: \$85-
\$170) could be donated to Lily White Community Fund and/or Lily
White Patient Relief Fund.