

# It's All About the Money!

DANCE  
jk



**Weekend business intensives for your performing arts company!**

With Booking Agent Jodi Kaplan  
and Development Consultant Fran Kirmser

**October 21/22 2006**

## **IT'S ALL ABOUT THE MONEY!**

Insights into Making Money for your company!

**Saturday, October 21, 10am - 4:30pm**

### **FUNDRAISING AND YOUR SEASON**

How to use your season to leverage fundraising for your company!

*With Fran Kirmser*

### **NONPROFIT STATUS AND MONEY**

Everything you need to know about getting your 501c3: Can I really raise more money with it? When is the right time to get it? Does it cost a lot?

*With Fran Kirmser (cocktail reception/performance to follow)*

**Sunday, October 22, 10am - 1pm**

### **TAKE THE \$\$\$ AND TOUR**

Covers all aspects of tour budgeting made easy - how to calculate your asking fees and make money doing it!

*With Jodi Kaplan*

### **THE NEGOTIATING GAME**

Covers contract negotiation and making sure you get paid what you deserve!

*With Jodi Kaplan (& followed by open question and answer session)*

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**Location:** DANCE/NYC, 63 Greene Street #506 (between Broome and Spring)

**Price:** \$290

Welcome breakfast and networking cocktail reception/performance tickets included.

FOR MORE INFORMATION AND RESERVATIONS CALL FRAN AT **917-441-8478**

For details visit: [www.bookingdance.com](http://www.bookingdance.com)  
Enrollment is LIMITED so register early!

Saturday, October 21st:

10:00am - welcome breakfast

11:30am - FUNDRAISING AND  
YOUR SEASON

1:30pm - lunch on own

2:30pm - NONPROFIT STATUS  
AND MONEY

4:30pm - wrap up

6:30pm - cocktail reception

8:00pm - NYC performance

Sunday, October 22nd:

10:00am - TAKE THE \$\$\$ AND TOUR

11:30am - THE NEGOTIATING GAME

1:00pm - question/answer session

\*Individual consultations available in  
afternoon for additional fee

REGISTRATION: Please call Fran  
at 917-441-8478

Mail checks to Fran Kirmser  
Theatre Row Theatres  
410 West 42nd Street  
New York, NY 10036

Who's Who:

Booking Agent **Jodi Kaplan** and Development Specialist **Fran Kirmser**, offer a weekend intensive in areas of Booking and Fundraising. Jodi Kaplan has booked millions of dollars in contracted tours internationally and domestically and specializes in guiding artists to reach their goals. Fran is an accomplished producer and fundraiser (Broadway/Off-Broadway) and actively works with dance/theater companies in financial development.

Jodi Kaplan & Associates

fran kirmser productions llc