



**Magic Moments – The National Day of Magic!  
Saturday 2nd October 2010**

**SEND NEWS OF YOUR MAGIC MOMENT TO [magicmoments@live.co.uk](mailto:magicmoments@live.co.uk)  
STAY UP-TO-DATE VIA OUR WEB PAGE EXCLUSIVELY ON [MAGICWEEK.CO.UK!](http://MAGICWEEK.CO.UK!)**

Magic; it's a word that holds infinite possibilities. It's something that brings about the power of laughter and wonder and sets imaginations on fire.

**Magic Moments Day** is a revolutionary concept where magicians across the UK can bring a moment of magic into the lives of others on a specified day of the year. The next Magic Moments Day is Saturday 2<sup>nd</sup> October 2010. By using our sponsorship form from this information pack, raising money for your chosen charity and performing to an audience of your choosing on that day, magicians nationwide will be raising funds, smiles and awareness of magic and charitable causes.

**Magicians we need you!**

Thank you for taking the time to download our information pack. To take part in Magic Moments 2010 please use our [Magic Moments Sponsorship Form](#). Perhaps you are a children's magician and would like to perform at a local children's hospital to raise funds for new equipment? Maybe you are a silent magic act and a home for the elderly would welcome your skills? Perhaps as a close-up magician you could perform at a local restaurant raising money for your chosen charity? No matter whether you are a novice or full-time professional, Magic Moments 2010 needs you!

**Magic Moments - our aim:** To annually create a National Day of Magic where magicians dedicate a specified day to performing magic to the less fortunate in our communities at the same time generating funds for a worthy cause.

## How you can be a part of Magic Moments

All you have to do is give up one hour of your time to perform at a venue of your choosing, perhaps the local hospitals' children's ward for example.

Choose a place that is close to your heart, or close to the heart of someone you care about. Your magic moment is going to be planned and given by you, with no interference from us or anyone else, so you are free to create your magic moment in any way you want.

Go wild with creative energy as ideas are bound to come when you begin to think about the magic moment you could create! If you think of a unique, new, empowering concept or idea then feel free to carry it out.

Get sponsors and raise money and donate to a charity of your choosing. The possibilities are limitless. So please [print a copy of our sponsorship form](#) and create your Magic Moment on October 2<sup>nd</sup> 2010!

## Why take part in Magic Moments?

Performing on Magic Moments Day will not only raise awareness of your selected charity, but also yourself as a magician. Your sponsored show provides you with the perfect publicity hook for local newspapers and TV stations. Do let us know where and when you are performing and we will feature the details on our website news page exclusive to MagicWeek.co.uk, giving you even more exposure.

You are the key to Magic Moments Day becoming a success. As a magical community we have the opportunity, the platform and the resources to spread magic to millions of people across the world.

## What to do now

**Step 1:** Please [print a sponsorship form here](#).

**Step 2:** Contact possible venues and plan your Magic Moment.

**Step 3:** Build awareness, get as many sponsors and raise as much funds as possible. Please note that should you not wish to raise funds for your chosen charity/organization, you may still participate. Providing a Magic Moment would be a great gift to give on its own.

Feel free to get the press involved to build as much awareness as possible.

**Step 4:** Please [send us an email](#) telling us what you have planned. Let us know what you are up to and keep us informed. If you raise any money, let us know which charity you have chosen and how much. Our webpage features a Grand Total and your sponsorship can be added to this to show how magicians generated vital funds for all manner of important causes on Saturday 2<sup>nd</sup> October 2010.

**Step 5:** We will be doing a follow up after the day, so please take photos, so that if you wish we may upload them to our webpage on MagicWeek.co.uk.

**Step 6:** Have fun! Become inspired, inspire others and create your own Magic Moment!

## Fundraising Hints and Tips

Here are a few tips to help you make your fundraising as successful and fun as possible.

1. Decide where your particular style of magic would be best received. Who is your audience? Next, select a particular venue or institution where your audience may be. Approach the venue with your show and see if

they will assist and help promote your Magic Moments Show. Maybe they would be interested in sponsoring you?

2. Your chosen charity to receive your sponsorship will have advice and detailed information to assist you further with your fundraising. They may also have a newsletter to feature you in and also might provide other means to assist you with your show for their cause.

3. Seek your best friend and have them put down a very generous amount – this sets the standard for everyone else who sees the form after them.

4. Always get your friends and family to write their sponsorship amount on the sponsorship form first – they tend to be the most generous.

5. Ask people to give you the money straight away – this will save a lot of time after the event. If necessary give people a piece of paper promising to return the money if you don't complete the event.

6. Carry change with you for those who claim they 'don't have the right amount on them right now'!

7. If you're not a full-time professional, why not send an article and photo to your company newspaper or newsletter? Make sure you've included details of how your work colleagues can sponsor you.

8. Approach your work colleagues, your employer and any local companies you might have links with to sponsor your Magic Moments show.

9. Fax or email your sponsorship form to suppliers and clients, asking them to sponsor you.

10. Ask family and friends to collect sponsorship on your behalf. Give them a copy of the sponsorship form and these fundraising tips!

### **About Magic Moments**

Magic Moments is the combination of various individuals' vision and drive:

Greg Storey devised Magic Moments; a platform for magicians to create a moment of wonder for those who may need it most. He took the initial concept to...

Jay Fortune is a performer, presenter, writer, consultant and illustrator of magic. Jay pioneered the first Magic Moments Day on 2<sup>nd</sup> February 2008 and continues to create the annual event with...

Richard Leigh is a producer and director of theatrical shows in London's west-end. Richard directs many professional performers including...

Jen Allen is a speed-painter and artist who works to create all of our artwork and imagery. Our flagship show has been produced by...

Matthew Herd is a technical operator for theatrical productions, produces charity shows and helps with our web content which goes to...

Duncan Trillo created and hosts MagicWeek.co.uk, the UK's number 1 weekly magical read. MagicWeek.co.uk now hosts the official Magic Moments web page.



