

ASP Budget Proposal Worksheet

Event: Kues 40th Anniversary Concert
Date: Mutually Agreeable Date in November 2014
Location: PAC Main Stage: Cap 1,050

Estimated Expenses	
Performers:	
Headliner	\$ 30,000.00
Support TBD	\$ 1,000.00
Support TBD	\$ 1,000.00
VU Event Services	\$ 1,800.00
Publicity	\$ 200.00
Advertising	\$ 300.00
Hospitality	\$ 300.00
Lodging	\$
Transportation	\$
Equipment Rental	\$
Security	\$
Misc.	
Total Costs	\$34,600.00

Co-Sponsorship Revenue	
KUGS	\$ 2,300.00
FXXENH	\$ 3,000.00
Sponsor 3	\$ -
Sponsor 4	\$ -
Total	\$ 5,300.00

Ticket price under \$10.00	0.75
Ticket price \$10.00 - \$19.99	1.00
Ticket price \$20.00 - \$29.99	1.50
Ticket price \$30.00 - \$39.99	2.00

Estimated Revenue (High)				Estimated Revenue (Best Guess)			
850 tickets @ \$	25.00	\$	21,250.00	700 tickets @ \$	25.00	\$	17,500.00
200 tickets @ \$	32.00	\$	6,400.00	150 tickets @ \$	32.00	\$	4,800.00
<i>non-sub:</i> \$	32.95	\$	-	<i>non-sub:</i> \$	40.71	\$	-
Gross Ticket Revenue		\$	27,650.00	Gross Ticket Revenue		\$	22,300.00
Less 5% tax		\$	1,316.67	Less 5% tax		\$	1,061.90
Less Box Office Fees (\$	1.50	\$	1,275.00	Less Box Office Fees \$	1.50	\$	1,050.00
Less Box Office Fees (\$	2.00	\$	400.00	Less Box Office Fees \$	2.00	\$	300.00
		\$	-			\$	-
Estimated Net Revenue		\$	24,658.33	Estimated Net Revenue		\$	19,888.10

Co-Sponsorship Revenue \$ 5,300.00 \$ 5,300.00

Estimated Gain/Loss On Ei \$	(4,641.67)	\$	(9,411.90)
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1 Estimated Revenue (Low)

500 tickets @ \$ 25.00	\$	12,500.00
100 tickets @ \$ 32.00	\$	3,200.00
<i>non-sub: \$57.67</i>	\$	-
Gross Ticket Revenue	\$	15,700.00
Less 5% tax	\$	747.62
Less Box Office Fees \$ 1.50	\$	750.00
Less Box Office Fees \$ 2.00	\$	200.00
	\$	-
Estimated Net Revenue	\$	14,002.38

\$ 5,300.00

\$ (15,297.62)