

ASP Budget Proposal Worksheet

Event: KUGS 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 E \$ (4,641.67)

\$ (9,411.90)

Estimated Revenue (Low)				
500	tickets @	\$ 25.00	\$	12,500.00
100	tickets @	\$ 32.00	\$	3,200.00
	<i>non-sub:</i>	\$57.67	\$	-
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)