

Use this calculator to estimate revenue and costs for producing an event.

[xxx] Event

Assumptions			Revenue	
Venue	Lobero			
Capacity	800			
Projected Sold-out	70%	560		Actual Tickets Sold
Ticket Sales				
Ticket Price	\$ 30.00			
Full Pay	70%	392	\$ 11,760	Percentage tickets sold at the full price
Discount	25%	140	\$ 2,800	Percentage tickets sold at the discount price
Discount Price	\$ 20.00			
Free	5%	28	\$ -	
Total Ticket Revenue			\$ 14,560	
Booths				
Booth Space	\$ 300	20	\$ 6,000	
Booth Vendor Revenue	\$ 10,000			
% of Booth Vendor Revenue	10%		\$ 1,000	
Total Booth Revenue			\$ 7,000	
Broadcast				
Live Stream Access	\$ 15.00			
Projected Subscribers	10		\$ 150	
Video Recordings	\$ 20.00			
Projected Copies Sold	10		\$ 200	
Total Broadcast Revenue			\$ 350	
Sponsors				
[aaa]	\$ 1,500		\$ 1,500	
[bbb]	\$ 1,000		\$ 1,000	
[ccc]	\$ 500		\$ 500	
Total Sponsor Revenue			\$ 3,000	
Total Revenue			\$ 24,910	
To Venue				
Fee	\$ 500		\$ 500	
Per Ticket Charge	\$ 4.00		\$ 2,240	
% of Ticket Sales to Venue	20%		\$ 2,912	
% of Booth Rental	20%		\$ 1,200	
% of Booth Sales to Venue	10%		\$ 1,000	
Total Paid to Venue			\$ 7,852	
Percentage of Total Revenue				32%
Expenses				
Speaker Fee	\$ 1,500		\$ 1,500	
Marketing	\$ 1,500		\$ 1,500	
xxx				
Total Expenses			\$ 3,000	
Surplus				
Net Profit			\$ 14,058	
Percentage of Total Revenue				56%

Courtesy of BusinessPowerTools.com