

2016 Special Events Potential Revenue

EVENT	Attendance Projection where ticketed	100%	75%	50%
Season of the Star Series				
Sponsorship packages		15,000	11,250	7,500
Vendor booths		6,000	4,500	3,000
Beverage sales		3,000	2,250	1,500
Merchandise		1,000	750	500
Total Potential Event Revenue		25,000	18,750	12,500
Scavenge the Rock				
Sponsorship packages		3,000	2,250	1,500
Vendor booths		1,000	750	500
Beverage sales		1,000	750	500
Ticket sales @ \$20/ticket	500	10,000	7,500	5,000
Total Potential Event Revenue		15,000	11,250	7,500
Rocky Mountain Sports Festival				
Sponsorship packages		3,000	2,250	1,500
Vendor booths		1,000	750	500
Beverage sales		1,000	750	500
Ticket sales @ \$7/ticket	1000	7,000	5,250	3,500
Total Potential Event Revenue		12,000	9,000	6,000
Celebration Concert Series				
Patron Packages @ \$1,000 - includes 2 VIP tickets to each concert in the series	100	100,000	75,000	50,000
May	2000			
Sponsorship packages		3,000	2,250	1,500
Vendor booths		1,000	750	500
Beverage sales		1,000	750	500
Ticket sales @ \$30/ticket		60,000	45,000	30,000
June	2000			

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Sponsorship packages		3,000	2,250	1,500
Vendor booths		1,000	750	500
Beverage sales		1,000	750	500
Ticket sales @ \$30/ticket		60,000	45,000	30,000
July	2000			
Sponsorship packages		3,000	2,250	1,500
Vendor booths		1,000	750	500
Beverage sales		1,000	750	500
Ticket sales @ \$30/ticket		60,000	45,000	30,000
August	2000			
Sponsorship packages		3,000	2,250	1,500
Vendor booths		1,000	750	500
Beverage sales		1,000	750	500
Ticket sales @ \$30/ticket		60,000	45,000	30,000
September	2000			
Sponsorship packages		3,000	2,250	1,500
Vendor booths		1,000	750	500
Beverage sales		1,000	750	500
Ticket sales @ \$30/ticket		60,000	45,000	30,000
Total Potential Event Revenue		425,000	318,750	212,500
*Ticket revenue and sponsorships will offset any additional program expenditures				

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Downtown After 5				
Sponsorship packages		5,000	3,750	2,500
Vendor booths		5,000	3,750	2,500
Beverage sales		1,000	750	500
Total Potential Event Revenue		11,000	8,250	5,500
Western Heritage Day				
Sponsorship packages		1,000	750	500
Vendor booths		1,000	750	500
Total Potential Event Revenue		2,000	1,500	1,000
Harvest Festival				
Sponsorship packages		3,000	2,250	1,500
Vendor booths		1,000	750	500
Beverage sales		500	375	250
Total Potential Event Revenue		4,500	3,375	2,250
Event Revenue Totals		494,500	370,875	247,250