

Rhiana Chickering

Touring, Tour Accounting, & Merchandising

Friday-Saturday, September 27-28, 2019 - THE EAGLES - MGM Grand - Las Vegas, NV

EXPENSES

Performance: Talent and Accommodations	Cost (USD)
ARTIST: The Eagles	\$ 1,000,000
FLIGHTS	\$ 10,000
HOTELS	\$ 13,000
TRANSPORTATION	\$ 1,500
FOOD & BEVERAGE	\$ 7,000
MISCELLANEOUS	\$ 5,000
TOTAL	\$ 1,036,500

Personnel: Staff and Management	Cost (USD)
PROJECT MANAGEMENT	\$ 50,000
SECURITY	\$ 45,500
CATERING	\$ 10,000
PARKING	\$ 5,500
EVENT HOSTS	\$ 10,000
TOTAL	\$ 121,000

Production: Venue and A/V	Cost (USD)
VENUE: The Forum; Inglewood, CA	\$ 11,000
STAGE DESIGN	\$ 20,000
AUDIO	\$ 15,000
VISUAL	\$ 13,500
EFFECTS	\$ 10,500
DOCUMENTARY FILM CREW (Sponsorship w/ Netflix)	\$ 50,000
PHOTOGRAPHY	\$ 10,000
TOTAL	\$ 130,000

Promotion: Marketing and Advertising	Cost (USD)
GRAPHIC DESIGN	\$ 9,000
BILLBOARDS	\$ 100,000
DIGITAL MARKETING	\$ 50,000
RADIO	\$ 30,000
NEWSPAPER & MAGAZINE	\$ 20,000
PUBLIC RELATIONS	\$ 45,000
TOTAL	\$ 254,000

TOTAL INVESTMENT COST PER Night \$ 1,541,500

TOTAL INVESTMENT COST (2 Nights) \$ 3,083,000

REVENUE

Seating Section	Capacity	Ticket Price (Excluding Processing Fees)	Gross Door Revenue
FLOOR SEATS	1,000	\$ 650.00	\$ 650,000
LOWER BOWL	3,500	\$ 300.00	\$ 1,050,000
BALCONY	2,500	\$ 150.00	\$ 375,000
Total Sellable Tickets	7,000		\$ 2,075,000

TICKET NET REVENUE **SPONSORSHIP REVENUE**

Gross Ticket Revenue	\$ 2,075,000	Fender Guitars	\$ 750,000
Ticket Commission (10%)	\$ 207,500	Levi Jeans	\$ 500,000
Ticket Tax (10%)	\$ 207,500	Stella Artois	\$ 250,000
Net Door Revenue	\$ 1,660,000	Net Sponsor Revenue	\$ 1,500,000

BAR NET REVENUE	SPEND/HEAD	MERCHANDISE NET REVENUE	SPEND/HEAD
Gross Bar Revenue	\$ 30	Total Gross Revenue	\$ 75
Less Product Cost (25%)	\$ 210,000	Less Product Cost (25%)	\$ 525,000
Less 10% Tax	\$ 52,500	Less 10% Tax	\$ 131,250
Net Bar Revenue	\$ 136,500	Net Merch Revenue	\$ 341,250

NET REVENUE PER NIGHT \$ 3,637,750

NET REVENUE (2 NIGHTS) \$ 7,275,500

Net Revenue	\$ 7,275,500
Expenses	\$ 3,083,000
Foreign Artist Tax	N/A

NET PROFIT \$ 4,192,500

ROI
135.99%

Breakeven Chart (PER NIGHT)				
	TOTAL NET REVENUE PER NIGHT	TOTAL EXPENSES PER NIGHT		
	3,637,750	1,541,500		
Tickets Sold	Occupancy	Door Revenue	Net Profit/Loss	
700	10%	\$ 363,775	-\$ 2,719,225	
1,050	15%	\$ 545,663	-\$ 2,537,338	
1,400	20%	\$ 727,550	-\$ 2,355,450	
1,750	25%	\$ 909,438	-\$ 2,173,563	
2,100	30%	\$ 1,091,325	-\$ 1,991,675	
2,450	35%	\$ 1,273,213	-\$ 1,809,788	
2,800	40%	\$ 1,455,100	-\$ 1,627,900	
3,150	45%	\$ 1,636,988	-\$ 1,446,013	
3,500	50%	\$ 1,818,875	-\$ 1,264,125	
3,850	55%	\$ 2,000,763	-\$ 1,082,238	
4,200	60%	\$ 2,182,650	\$ 900,350	
4,550	65%	\$ 2,364,538	-\$ 718,463	
4,900	70%	\$ 2,546,425	\$ 536,575	
4,970	71%	\$ 2,582,803	-\$ 500,198	
5,040	72%	\$ 2,619,180	-\$ 463,820	
5,110	73%	\$ 2,655,558	-\$ 427,443	
5,180	74%	\$ 2,691,935	-\$ 391,065	
5,250	75%	\$ 2,728,313	-\$ 354,688	
5,600	80%	\$ 2,910,200	-\$ 172,800	
5,950	85%	\$ 3,092,088	\$ 9,088	
6,300	90%	\$ 3,273,975	\$ 190,975	
6,650	95%	\$ 3,455,863	\$ 372,863	
7,000	100%	\$ 3,637,750	\$ 554,750	