

BUDGET - MERREDIN MEMORIAL FESTIVAL

Cash Income

| Item | \$ |
|--|------------------|
| Shire of Merredin | \$25,000 |
| Regional & Remote Festivals Fund (DLGSC) | \$35,000 |
| Lotterywest | \$25,000 |
| Cummins Theatre ACDC Experience | \$5,625 |
| Concert Ticket Income | \$2,000 |
| Launch Dinner Income | \$2,000 |
| Fair Day Income | \$225 |
| Overflow Camping Income | \$17,060 |
| Sub total | \$109,910 |
| Total Cash Income | \$109,910 |
| <i>Principal Partners</i> | <i>\$22,000</i> |
| <i>Major Sponsors</i> | <i>\$13,000</i> |
| <i>Event Sponsors</i> | <i>\$2,100</i> |
| <i>Minus Fundraising Costs</i> | <i>-\$11,000</i> |
| Sponsorship Sub Total | \$26,100 |
| Overall Total | \$136,010 |

Cash Expenditure

PROVISIONAL ADDITIONS TO BUDGET - SUBJECT TO SPONSORSHIP TAKE UP:

| Administration costs | \$ | SoM (\$25,000) + Other ticket income (\$7,850) + Camping income (\$17,060) | L/W (\$25,000) | RRFF (DLGSC) (\$35,000) | Corporate (Principal Partners) | Corporate (Major Sponsor) | Corporate (Major Sponsor) | Corporate (Major Sponsor) | Corporate (Event Sponsor) | Community Partners | 2022 Seed Funding |
|--|-------------------|--|------------------|-------------------------|--------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------------|-------------------|
| Audit | \$200 | \$200 | | | | | | | | | |
| Sub total | \$200 | | | | | | | | | | |
| Operational costs | \$ | | | | | | | | | | |
| Operation Base Camp | \$22,560 | \$17,060 | | | \$5,000 | \$1,000 | \$1,000 | \$1,000 | \$500 | -\$3,000.00 | |
| Community Shuttle Bus | \$3,000 | | | | \$3,000 | | | | | -\$3,000.00 | |
| Festival Zone | \$12,545 | \$12,545 | | | | | | | | | |
| War Stories Illumination Projection | \$48,687 | \$3,587 | \$10,100 | \$35,000 | \$3,000 | \$1,000 | | | \$500 | | |
| Festival Launch Ceremony | \$1,000 | | | | | | | | | | |
| Festival Launch Dinner | \$4,500 | \$4,500 | | | | | | | | | |
| Community Sausage Sizzle | \$925 | | | | \$500 | | | | | | |
| Bus Tours (x3) | \$1,000 | \$1,000 | | | | | | | | | |
| Yoga on Green | \$0 | | | | | | | | | | |
| Buy From Bush Market | \$2,500 | | \$2,500 | | \$2,500 | \$1,000 | \$1,000 | | \$300 | -\$1,000.00 | |
| Game Day | \$6,000 | \$2,000 | \$4,000 | | \$5,000 | \$1,500 | \$1,500 | | \$300 | -\$1,000.00 | |
| Food Workshop | \$0 | | | | | | | | | | |
| Artist Workshop | \$0 | | | | | | | | | | |
| Street Eats | \$4,500 | | | | \$3,000 | \$2,000 | \$2,000 | | \$500 | -\$750.00 | |
| Cummins Theatre Concert - Entertainment/Band | \$5,000 | \$5,000 | | | | | | | | | |
| Meditation at the Peak | \$0 | | | | | | | | | | |
| Military Parade | \$1,000 | | \$1,000 | | | | | | | -\$250.00 | |
| Bush & Billy Morning Tea | \$4,500 | | \$4,500 | | | | | | | -\$1,500.00 | |
| Sub total | \$117,717 | | | | | | | | | | |
| Marketing & Promotion | \$ | | | | | | | | | | |
| Newspaper Advertising | \$1,300 | \$300 | \$1,000 | | | | | | | | |
| Brochures, flyers | \$300 | | \$300 | | | | | | | | |
| Banner Installation | \$600 | | \$600 | | | | | | | | |
| Magazine Advertising | \$1,250 | \$250 | \$1,000 | | | | | | | | |
| Web Maintenance | \$450 | \$450 | | | | | | | | | |
| Marketing Collateral | \$1,500 | \$1,500 | | | | | | | | | |
| Sub total | \$5,400 | | | | | | | | | | |
| Services costs | \$ | | | | | | | | | | |
| COVID Safety (sanitisers etc) | \$500 | \$500 | | | | | | | | -\$500.00 | |
| Cleaning | \$500 | \$500 | | | | | | | | | |
| Contingency | \$11,693 | \$518 | | | | | | | | | |
| Sub total | \$12,693 | | | | | | | | | | |
| Total Expenditure | \$ 136,010 | \$ 49,910 | \$ 25,000 | \$ 35,000 | \$ 22,000 | \$ 6,500 | \$ 5,500 | \$ 1,000 | \$ 2,100 | -\$ 11,000 | |

| | |
|-----|-----|
| NET | \$0 |
|-----|-----|

In-Kind Contributions

| Item | \$ |
|--|-----------------|
| Social Media Campaign | \$100 |
| Generator/Lighting Towers | \$12,000 |
| Design, Print and Misc Office Costs (eg. Tickets, Passes, Pr | \$1,000 |
| Culture Counts Surveys | \$1,500 |
| Total In-Kind | \$12,100 |