

LAKEWAVE FESTIVAL BUDGET 2020

COSTS

Item	Price	
Land and licenses	£ 350.000,00	
Marquees	£ 21.300,00	*
Perimeter fencing	£ 75.000,00	£5 per panel using 15000 units
Staging & equipment	£ 175.000,00	£75000 bigger stages, £12500 small
Scaffolding	£ 75.000,00	
Music Acts- Main	£ 350.000,00	
Music Acts- Stg 1	£ 100.000,00	
Music Acts- AC N	£ 22.500,00	
Music Acts- AC S	£ 22.500,00	
Comedy Acts- AC N	£ 2.500,00	
Comedy Acts- AC S	£ 2.500,00	
RNLI Donation	£ 800,00	
St Johns Ambulance Don	£ 1.000,00	first aid and ambulances
Watersports Instructors	£ 900,00	*
Food vouchers	£ 52.500,00	*
Toilets and showers	£ 5.490,00	*
Marketing & promotion	£ 10.000,00	*
Staff (catering, technical,	£ 60.000,00	200 staff x £8.21 x 8h x 4 days
Portable cabin	£ 5.000,00	
Power (generators, diesel)	£ 30.000,00	
Shuttle buses rental	£ 5.000,00	
TOTAL	£1.361.990,00	

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Marquees	<i>two marquees for the food villages and four for bars</i>
Watersports Instructors	<i>4 per site, 8 total, rest comes with free ticket and camping</i>
Food vouchers	<i>500 crew x 3 food vouchers per day (£ 5) EACH for traders for a week.</i>
Toilets and showers	<i>(90 showers=£1440, 135 toiletsx £4050)</i>
Marketing & promotion	<i>youtube, instagram, facebook ads, flyers, posters, google ads, radio pr</i>

REVENUE

Item	Price
H.P. Bulmer Sponsorship (bar)	£ 80.000,00
Jack Daniels Sponsorship (Stage 1)	£ 90.000,00
Berghaus Sponsorship (camping)	£ 40.000,00
O'Neill Sponsorship (water sports)	£ 100.000,00
BBC 6Music (Main Stage)	£ 50.000,00
General Sponsor	£ 250.000,00
Local business Sponsorship (acoustic stages)	£ 50,00
Trader Pitches for food	£ 50.000,00 *
Trader Pitches for non-alcoholic drinks	£ 28.000,00 *
Trader Pitches for activities (bikes & watersports)	£ 10.500,00 *
Trader Pitches for extra (lockers, charging station)	£ 6.000,00 *
Pre-Sale Tickets	£ 130.450,00 *
VIP Tickets	£ 129.975,00
General Admissions	£ 269.925,00
Bar (alcohol)	£ 145.000,00
Shuttle buses from train station to festival	£ 15.000,00 *
Parking	£ 30.000,00 *
TOTAL	£ 1.424.900,00

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Trader Pitches for food	2500 per pitch
Trader Pitches for non-alcoholic drinks	2000 per pitch
Trader Pitches for activities	3500 per pitch
Trader Pitches for extras	500 per pitch
Pre-sale tickets	(15% discount, 1000 tickets)
Shuttle buses from train station to festival	1500 people for £10 pp
Parking	20 pounds flat fee

Festival Tickets	Prices
1500	£179.95 with camping
	£149.95 without camping
500 tickets	£259.95 VIP package
1000 on sale	£130,45 pre sale
Final sales at full price	£ 539.850,00

GA	£ 269.925,00
VIP	£ 129.975,00
Pre Sale	£ 130.450,00
total	£ 530.350,00