

▷ REVENUE, COSTS & BUDGET ◁

REVENUE STREAM/EVENT	DESCRIPTION	POTENTIAL RETURN (£)
DIGITAL DISTRIBUTION	Average of 3000 Spotify streams per month of the campaign (£0.0038 per stream).	£57.00host
PHYSICAL EP SALES	500 copies at £6.99	£3,495.00
THE VINYL SHOP SESSIONS	Revenue from all three sessions (Tickets & Bar)	£2,307.50
MINI NORTH EAST TOUR	Artist Fees (All gigs)	£1,200.00
	Ticket Sales (All gigs)	£10,400.00
	Merchandise Sales (All gigs)	£12,000.00
	TOTAL:	£24,459.50
CAMPAIGN COSTS:		
DESIGN & WEB ASSETS	Website Adaption	£25.00
	Logo Design - Zak, Crying Elephant	£20.00
	SEO Specialist	£150.00
	EP Artwork - Zak, Crying Elephant	£200.00
PRESS & PROMOTION	Graphic Designer - Zak, Crying Elephant Posters/Flyers/Tour Schedules in digital & Print	£250.00
	Freelance Videographer/Editor - Eddie Maynard Social teasers and visuals	£320.00
	Social Media/Web Advertisement (3-month period)	£240.00
	Radio Promotion	FREE
	Magazine & Blogs	FREE

THE VINYL SHOP SESSIONS	Travel Costs (All gigs combined)	£30.00
	Alcohol Costs (All gigs combined)	£1,100.00
EP RELEASE	Mixing & Mastering - £90.00 per track	£360.00
	Recording Studio Hire with Ginger Music Company, £13.00 per hour, 20 hours.	£260.00
	Physical EP Production	£420.00
READING & LEEDS FESTIVAL(S)	Overall Travel	£200.00
MINI NORTH EAST TOUR	Overall Travel	£40.00
	Merchandise Production by Merch Bitch	£1,560.00
	Accommodation	£60.00
	Additional Expenses	£250.00
LONDON PALE WHITE GIG	Travel	£240.00
	Merchandise Production	£390.00
	Accommodation	£110.00
	Additional Expenses	£200.00
	TOTAL:	£6,425.00
	POTENTIAL GROSS PROFIT:	£18,034.50
	BUDGET:	£10,000.00