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2025 HEADLINER CONCERT



PATRIZIA CHIARAPPA 2118439

2018 CONCERT: "I'M NO ART"

EXPENSES

• Venue	€400
• Photographer	€50
• Videographer	€50
• 70x100 Posters	€50
• Flyers	€50
• Billboards	€57
• Guitar and Bass amps	€60
• DJ Set	€50
• Drummer	€50

TOTAL

€967

2018 CONCERT: "I'M NO ART"

MERCHANDISE

50 SHIRTS

- 32 T-Shirts
- 18 Tank Tops

€224
€146

Album Copies

- 50 units

€100

TOTAL

€470 +
€967 =

GRAND TOTAL EXPENSES

€1,437



2018 CONCERT: "I'M NO ART"

MERCHANDISE DETAILS

50 SHIRTS IN TOTAL

- 32 T-Shirts

BLACK: 5 S - 7 M - 2 L

BLUE NAVY: 3 S - 3 M - 1 L

HEATHER GRAY: 4 S - 4 M - 2 L

- 18 Tank Tops

BLACK: 5 S - 6 M

HEATHER GRAY: 3 S - 4 M



2018 CONCERT: "I'M NO ART"



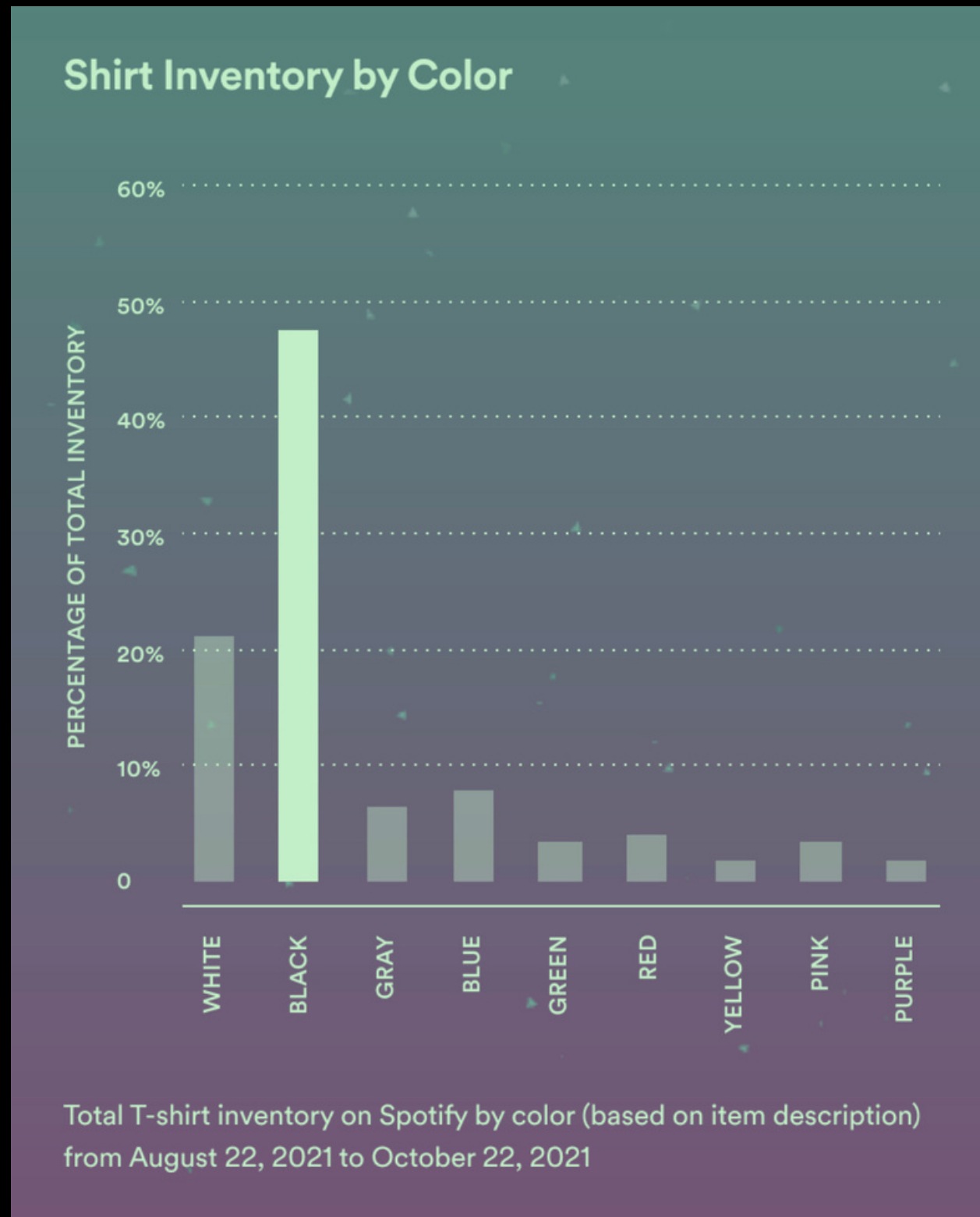
**SHOWING YOUR
TRUE COLORS MAY
HELP YOU STAND
OUT.**

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INSIGHT:

As any apparel designer will tell you, your product needs to pop for window shoppers. Yet nearly 50% of all T-shirts stocked by artists on Spotify are black. And when you add white and gray shirts into the mix, that number goes up to nearly 80%.

2018 CONCERT: "I'M NO ART"



- BLACK <40%
- WHITE <20%
- BLUE >10%
- GRAY >10%

2018 CONCERT: "I'M NO ART"

SPONSORS

• Norbalat	€200
• Coco Village	€100
• Marte	€250
• Lovascio	€100
• Pierino Murro	€50
• Dalis	€30
• Helios	€50
• Torello Viaggi	€30
• Ranieri	€30
• Bakhita	€30
• Miriam Armenise	€50
• Karma	€30

TOTAL	€950
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2018 CONCERT: "I'M NO ART"

TOTAL FROM SPONSORS	€950
GRAND TOTAL EXPENSES	€1,437
TOTAL PERSONAL BUDGET REQUIRED	€487



2018 CONCERT: "I'M NO ART"

DETAILS FROM THE SHOW

• Tickets Price	€5
• T-Shirts Price	€15
• Tank Tops Price	€15
• Album Copies Price per Unit	€10

• Tickets Sold	150
• T-Shirts Sold	25
• Tank Tops Sold	10
• Album Copies Sold	36

GROSS EARNINGS

• Tickets	€750
• T-Shirts	€375
• Tank Tops	€150
• Album Copies	€360

GROSS EARNINGS €1.635

NET EARNINGS

GROSS EARNINGS	€1,635 -
TOTAL EXPENSES	€487 =

NET EARNINGS €1.148

2018 CONCERT: "I'M NO ART"

MARKETING STRATEGY

- RADIO INTERVIEWS
- NEWSPAPER INTERVIEWS
- WORD OF MOUTH
- BILLBOARDS
- FLYERS
- FACEBOOK POSTS
- FACEBOOK EVENT
- INSTAGRAM POSTS

[Donham, T., Macy, A.S. and Rolston, C.P. (2022)]



2018 CONCERT: "I'M NO ART"

THE FINAL RESULT: THE CONCERT



2025 CONCERT

EXPENSES

• Venue	€400
• Photographer	€50
• Videographer	€50
• 70x100 Posters	€50
• Flyers	€50
• Billboards	€57
• Musicians	€450
• Merchandise	€300
• Album Copies	€100
TOTAL EXPENSES	€1,450

2025 CONCERT

SPONSORS

2018 SPONSORS	€950
2025 SPONSORS	€1000
2025 EXPENSES TOTAL	€1,450 -
2025 SPONSORS	€1,000 =
TOTAL PERSONAL BUDGET REQUIRED	€450

2025 CONCERT

DETAILS FROM THE SHOW

• Tickets Price	€10
• T-Shirts Price	€15
• Tank Tops Price	€15
• Album Copies Price per Unit	€10

GROSS EARNINGS

• Tickets	€1000
• T-Shirts	€300
• Tank Tops	€225
• Album Copies	€500

GROSS EARNINGS	€2,025
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• Tickets Sold	100
• T-Shirts Sold	20
• Tank Tops Sold	15
• Album Copies Sold	50

NET EARNINGS

GROSS EARNINGS	€2,025 -
TOTAL EXPENSES	€450 =

NET EARNINGS	€1.575
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2025 CONCERT

COMPARISONS

With 100 tickets sold

2018 EARNINGS	€1,148
2025 EXPECTED EARNINGS	€1,575

With 150 tickets sold

2018 EARNINGS	€1,148
2025 EXPECTED EARNINGS	€2,075

2025 CONCERT

MARKETING STRATEGY

- RADIO INTERVIEWS
- NEWSPAPER INTERVIEWS
- WORD OF MOUTH
- BILLBOARDS
- FLYERS
- FACEBOOK POSTS
- FACEBOOK EVENT
- INSTAGRAM POSTS
- CONTESTS

[Borg, B. (2020)]

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