

Individual commentary on Budget document

By Stephanie Stroker

Although this gig is for charity and most of the people involved are willing to offer their help and services for free, the companies supporting this the “Chords for a Cause” event (Tileyard Education, Soundskool, ICMP and Urban Development) have come up with a small budget of £500 for promotion and décor. The online marketing will be done for free by Lucy Macieira from Tileyard Education, but £50 will be used to promote the event via Facebook, Instagram and Google ads in order to reach more people. An extra £30 will be invested in offline marketing, to print out posters and flyers for the event, which will be distributed around the area, at Tileyard Studios, King’s Cross and Caledonian road.

The venue will be provided for free by Two Tribes, and they will also be announcing the event on their social media pages. All of the singers are linked to one of the supporting companies/ educational institutions and up and coming artists will be able to show their art in an exhibition-like style during the event on the 11th of April. Emanuele Giovagnoli will be volunteering to do the sound checks and Panos Agamemnos will be volunteering to do all the camera work before and during the event.

We are investing some money in decoration, spending £75 on outdoor and indoor lights to set the mood for the event, and £130 for the stage backdrop with the event logo. These elements will be used again if this event is ever repeated, so it is only a one-time cost.

There are no staff costs, since everyone is offering their time for free to support a good cause.

I wrote down revenue, but this money will be going directly to the chosen charities, the event organisers will not take any cuts on this income. We will be selling tickets at the door for a £3 donation, there are a 100 tickets available since that is the maximum capacity of the venue. Alongside this, we will set up an online donation site where people can donate more to the charities (if they are not willing or able to attend the event but do want to support the charities). So the expected revenue for now is £320, but it could vary, depending on how many people attend and/or donate money through the website.

What is left of the £500 will be kept to cover any extra costs that may appear in the future.

References:

Smith, N. (2019). *Sustainability, budgeting, marketing and branding. Live music and event management (lecture)*. London: Tileyard Education.