

	A	B	C	D	E	F	G	
1	<b>INCOME</b>						<b>GROSS INCOME</b>	
2								
3	<b>Sponsors:</b>	\$10,000 in cash, \$7,500 plus in kind						\$ 10,000.00
4		(One at \$2,000, Two at \$1,500, Four at \$1000, Ten at \$500)						
5								
6	<b>Exhibitors</b>					(est. is 80%)	\$ 25,000.00	
7		Estimate of 125 exhibitors at \$250 avg (members \$249)						
8		non-members \$299/ Elec \$25, retail \$25, Non-profit \$175)						
9								
10		Scarecrow/Carving Contests						
11								
12		<b>Banner on stage, other advertising</b>						\$ 900.00
13		<b>Show Program Advertising</b>						\$ 3,000.00
14		(Free listing with booth, 8x5 ad with sponsorship)						
15		8x5 - \$350, 4x5 - \$240, 4x2.5 - \$125						
16		Val Pak						\$ 1,300.00
17								
18		<b>Sun News Insert Ads</b>						\$ -
19		<b>GROSS INCOME TOTAL</b>						<b>\$ 40,200.00</b>
20								
21		<b>EXPENSES</b>						
22		<b>Advertising</b>						
23		Show Program - Full Color, 8.5x11 - 8 pages						\$ 2,650.00
24		ValPak/Good Company						\$ 700.00
25		Non-Trade Ads						\$ 3,307.00
26		Packets, Miscellaneous Costs						\$ 250.00
27		Vendor Marketing						\$ -
28		Direct Mailer (Chamber Ad-Visor)						\$ 1,950.00
29		<b>Web Design/Hosting/Maintenance</b>						\$ 500.00
30		<b>School Janitorial Maintenance</b>						\$ 500.00
31		<b>Signs/Banners</b>						\$ 500.00
32		<b>Rentals-Tables, Linens, Skirts, Back Drops &amp; Supplies</b>					(150*35)	\$ 5,250.00
33		<b>Talent Fees/Activities</b>						\$ 200.00
34		<b>Misc Credit Fees/Account Fees</b>						\$ 1,050.00
35		<b>E-Mail Software</b>					(*note, this is through 2009)	\$ 252.00
36							\$ 17,109.00	
37								
38		<b>NET</b>						<b>\$ 23,091.00</b>
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