

MUM 2702
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Concert Promotion Assignment - A Timeline

Act: You name it

Total budget \$7,500.00

Travel costs? Transportation to and from airport and to and from hotel.

Venue: Where and size of audience?

Security?

Staff - provided by school volunteers.

Contact: Student Services

Marie Free (305) 555-5510

How many do you need?

Sound reinforcement?

Company – Loud & Louder Sound Company

Contact: Mark Loud (305) 555-5516

Supplies sound system, engineers, staging, and lights.

Back line?

Catering – Menu, Cost?

Hotels?

Product sales:

T-shirts – You are responsible for manufacturing.

Manufacturer – Wee Fit U Shirt Company

Contact – Marie Little

Phone – (999) 555-5555

Address: 111 West 1st Ave.

Hialeah, FL 33036

Prices: Per unit all-cotton Beefy-T shirts 2 colors maximum

\$2.50 S, M, L

\$2.75 XL

\$3.00 XXL

500 or more 10% off and free shipping.

Shipping \$4 per box of 100 shirts or fraction thereof.

Set a sale price.
How many?
What sizes?
Shipping costs?

Extra credit: Shirt design?

Concert Promotion Assignment - A Timeline continued

CD sales

Band provides CDs for sale. They request \$20 price. House takes 25% of gross and provides tables and sellers.

Estimate of how many you think you can sell. Use the profit to offset costs and overruns.

Food and merchandising:

How many stations for food? What kind of food?

How many vendors? What are they selling?

Give dates of calls and person to whom you speak with for each vendor?

Do you have outside promotions? If so, what is the cost per booth?

Insurance? Just make a note that you took this into account.

What else can you foresee as being a necessity?