

# WINTER PARK

## FILM FESTIVAL

### Price Assumptions

Half Day	\$175
Full Day	\$350
2 Day all access	\$600

<b>Base Case</b>				
<b>Group1</b>	<b># of films</b>	<b>Price</b>	<b>Attendance</b>	<b>Total Ticket sales</b>
Documentary	4	\$15	10	\$600
Action Sports Films	4	\$15	10	\$600
Narrative	4	\$15	10	\$600
<b>Total Group 1 Sales</b>	<b>12</b>		<b>30</b>	<b>\$1,800</b>
<b>Group 2</b>	<b># of films</b>	<b>Price</b>	<b>Attendance</b>	<b>Total Ticket sales</b>
Documentary Short	4	\$30	10	\$300
Narrative Short	4	\$30	10	\$300
Disability Films	4	\$30	10	\$300
Student Films	4	\$30	10	\$300
<b>Total Group 2 sales</b>	<b>16</b>		<b>40</b>	<b>\$1,200</b>
<b>Special Events</b>	<b>Price</b>	<b>QTY</b>		<b>Total Ticket sales</b>
Keynote Speaker	\$35.00	40		\$1,400
<b>Festival Passes</b>	<b>Days</b>	<b>QTY</b>	<b>Price</b>	<b>Total Sales</b>
Half Day pass	2	10	175	\$3,500
Full Pass	2	10	350	\$7,000
2 Day All Access	-	5	600	\$3,000
<b>Total Revenue</b>				<b>\$17,900</b>

<b>Mid Case</b>				
<b>Group1</b>	<b># of films</b>	<b>Price</b>	<b>Attendance</b>	<b>Total Ticket sales</b>
Documentary	4	\$15	30	\$1,800
Action Sports Films	4	\$15	30	\$1,800
Narrative	4	\$15	30	\$1,800
<b>Total Ticket Sales</b>	<b>12</b>			<b>\$5,400</b>
<b>Group 2</b>	<b># of films</b>	<b>Price</b>	<b>Attendance</b>	<b>Total Ticket sales</b>
Documentary Short	4	\$30	30	\$900
Narrative Short	4	\$30	30	\$900
Disability Films	4	\$30	30	\$900
Student Films	4	\$30	30	\$900
	<b>16</b>			<b>\$3,600</b>
<b>Special Events</b>	<b>Price</b>	<b>QTY</b>		<b>Total Ticket sales</b>
Keynote Speaker	35	55		\$1,925
<b>Festival Passes</b>	<b>Days</b>	<b>QTY</b>	<b>Price</b>	<b>Total Sales</b>
Half Day pass	2	15	175	\$5,250
Full Pass	2	15	350	\$10,500
2 Day All Access	-	10	600	\$6,000
<b>Total</b>				<b>\$32,675</b>

# WINTER PARK

## FILM FESTIVAL

### Price Assumptions

Half Day	\$175
Full Day	\$350
2 Day all access	\$600

<b>High Case</b>				
<b>Group1</b>	<b># of films</b>	<b>Price</b>	<b>Attendance</b>	<b>Total Ticket sales</b>
Documentary	4	\$15	50	\$3,000
Action Sports Films	4	\$15	50	\$3,000
Narrative	4	\$15	50	\$3,000
<b>Total Ticket Sales</b>	<b>12</b>			<b>\$9,000</b>
<b>Group 2</b>	<b># of films</b>	<b>Price</b>	<b>Attendance</b>	<b>Total Ticket sales</b>
Documentary Short	4	\$30	50	\$1,500
Narrative Short	4	\$30	50	\$1,500
Disability Films	4	\$30	50	\$1,500
Student Films	4	\$30	50	\$1,500
	<b>16</b>			<b>\$6,000</b>
<b>Special Events</b>	<b>Price</b>	<b>QTY</b>		<b>Total Ticket sales</b>
Keynote Speaker	35	75		\$2,625
<b>Festival Passes</b>	<b>Days</b>	<b>QTY</b>	<b>Price</b>	<b>Total Sales</b>
Half Day pass	2	20	175	\$7,000
Full Pass	2	20	350	\$14,000
2 Day All Access	-	15	600	\$9,000
<b>Total</b>				<b>\$47,625</b>