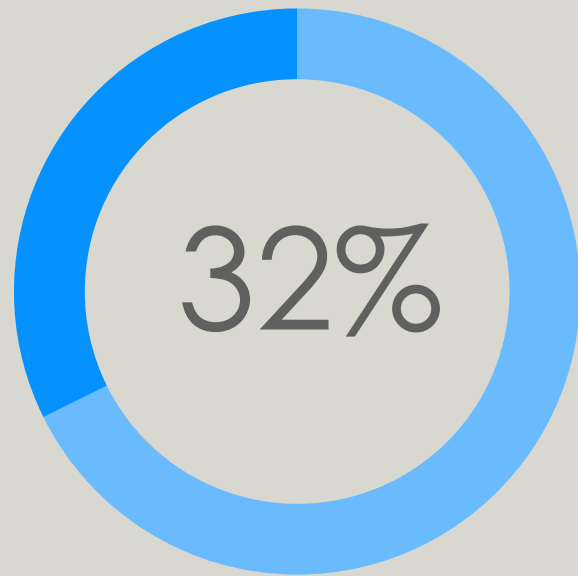


Cardinal Gibbons HS Drama Spring Play - In the Heights Publicity Budget

Percentage of Revenue Spent



Summary

TOTAL REVENUE

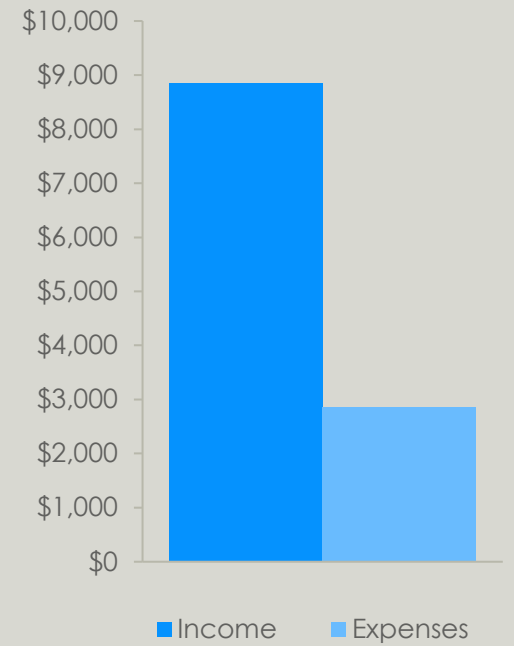
\$8,850

TOTAL EXPENSES

\$2,860

SURPLUS

\$5,990



ITEM	DESCRIPTION	AMOUNT
Sales from Playbill ads	20 ads at various prices	\$900.00
Sales from T-shirts	Qty 30 x \$15 each	\$450.00
Sales from Promo Items	water bottles/notepads	\$600.00
Sales from Presale Tkts	Qty 350 x \$12	\$4,200.00
Sales from Door Tkts	Qty 150 x \$18	\$2,700.00

SOCIAL MEDIA

Facebook/Instagram/Snapchat - Mostly Free

TRADITIONAL MEDIA

PSA/Radio announcements - InKind

Expenses

ITEM	DESCRIPTION	AMOUNT	VENDOR
Playbillder.com	Program design fee	\$50.00	Playbillder.com
Playbill Printing	Qty 500	\$465.00	Playbillder.com
T-shirts	Qty 30/\$10 each	\$300.00	Vista Print
Water Bottles	Qty 20/\$15 each	\$300.00	Vista Print
Save the Date cards	Qty 100	\$50.00	Vista Print
Post It Notes	Qty 3/\$5 each	\$45.00	Vista Print
Notebooks	Qty 20/\$6.50	\$130.00	Vista Print
Miscellaneous	TBD	\$100.00	TBD
Posters Printing	Qty 50	\$70.00	Vista Print
Social Media	Geofilters/Ads/Status Boosts	\$100.00	Snapchat/FB
Ticket fee	500 tkts x \$2.50	\$1,250.00	Paid to NSU

Expenses

ITEM

DESCRIPTION

AMOUNT

ITEM

DESCRIPTION

AMOUNT

VENDOR