

Revenues				
Main Category	Subcategory	Budget	In-Kind	Comments
Ticket Sales	General	\$ 1,000.00		\$5 for 200 people
	Family pass	\$ 750.00		\$15 for 50 passes
	VIP	\$ 2,500.00		\$50 for 20 people
	Participant	\$ 500.00		\$10 for 50 people
	Exhibitor pass	\$ 4,000.00		\$200 for 20 vendors
	Student/Senior	\$ 300.00		\$3 for 100 people
Activities	Pet Costume Contest	\$ 500.00		\$10 per pet for 50 pets
	Pet Photo Booth	\$ 1,000.00		\$10 per photo for 50 pets
	Paw Print Art Station	\$ 600.00		\$8 per art piece for 75 pets
	Pet Agility Course	\$ 2,250.00		\$15 per pet for estimated 150 pets
Vendor Fees	Local pet vendors will purchase booths to sell their products	\$ 7,000.00		estimated \$350 per booth for 20 vendors (price ranges from 200-500)
Raffles and Auctions	Raffle tickets	\$ 1,250.00		\$5 per ticket, estimated sales of 250 tickets
	Silent auction	\$ 1,750.00		\$10 per ticket estimated sales of 175
Sponsorships	Pet supply companies	\$ 2,500.00		two bowl 2 packages (2,000) one bowl 1 package (500)
	Veterinary Clinics	\$ 5,500.00		three bowl 3 packages(1,500) 1 bowl 2 package(1,000)
	Pet insurance providers	\$ 2,500.00		two bowl 2 packages (2,000) one bowl 1 package (500)
Merchandise Sales	Pet toys and accessories	\$ 3,500.00		Tshirts, bandanas, pet toys, beds, travel accessories
Donations and Grants	Attendee Donations	\$ 4,000.00		Estimate of \$10 per attendee at 400 attendees
Concessions	Snacks (popcorn, pretzels, candy, etc.)	\$ 4,000.00		Estimate of \$10 per attendee at 400 attendees
	Drinks (water, sodas, coffee, tea, etc.)	\$ 2,000.00		Estimate of \$5 per attendee at 400 attendees
Total Revenue		\$ 47,400.00		

Expenses	Subcategory	Budget	In-Kind	Comments
Main Category				
Emergency Fund		\$ 2,000.00		
Venue Rental		\$3,500		
Marketing & Promotion		\$2,000		
Staff & Volunteers		\$1,500		
Exhibitor Costs		\$2,000		
Entertainment		\$2,500		
Logistics & Utilities		\$1,200		
Miscellaneous		\$1,000		
Insurance & Permits		\$1,000		
Food & Beverage		\$3,500		

Total Expenses	\$	20,200.00
Total Actual Revenue	\$	47,400.00
Total Actual Expenses	\$	20,200.00
P/L total = Revenue - Expenses	\$	27,200.00