

Investment

Actual Cost: \$35,900

Actual Cost with Reserve: \$50,900

Description

Location: Euphoria Night Club

Description & break down: Rental Fee/ Marketing/ Promotions: \$32K

Insurance \$350 / Brand Signage, Custom Decor, Comp riders, Security \$550 = \$900

Cost to buy in Baltimore, MD Market: \$3K

Additional detail to keep in consideration:

- Rental Space holding 1,100 capacity, club riders for talent, V.I.P. tables, (option to charge for parking)
- Vendor's & Entertainment must have proof of insurance.
- 80% Percentage of total gross sales from event earnings / 20% to promotion team
- 0% Percentage of Bar is additional revenue stream and is contingent on turn out of event.
- 15K reserve to secure additional content creators, influencers as needed for marketing and segmentation purposes. This same reserve may not be used and may only be accessible to resolve unfortunate or unforeseen occurrences to stay within profit range.
- No Secondary Venue for after party.

ROI



Total Investment without Reserve usage: \$35,090

Return = \$44,480

Net Profit = \$9,390

Gross ROI = 26.76%

Gross Margin = 21.11%

Efficiency Ratio = 78.89%% (for every \$.79 cents, we generate a \$1.00)

Payback Period: 45 Day

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Description

Ticket Tier / 1,100 Capacity / Estimated 750 on event day

80% Percentage of total gross sales from event earnings

Ticket	AMT	Cost	Profit
(Early Bird/ Online Price)	6	\$20	\$100
General	500	\$50	\$25,000
V.I.P. Wrist Bands	144	\$100	\$14,400
V.I.P. + Meet N Greet + Slot (Performance)	6	\$1,000	\$6,000
Total	750		\$45,100

Our Estimated share: \$36,080 of \$45,100

V.I.P. Tables

60 Tables

After Bottle cost, we can make an average of \$175 per table

Our Estimated share: \$8,400 of \$10,500
