

TOUR BUDGET

CONCERTS:

The 20 concerts will cover the Western Cape, the Eastern Cape, Natal, OFS, Transvaal and Namibia. All the Afrikaans campuses will be reached for obvious reasons, but also the Universities of Western Cape, Wits, Natal, Rhodes and UPE because we have found a receptiveness for this music in these areas. We estimate that we will be able to reach ten to fifteen thousand people through these concerts.

COSTS

LIGHTING:
R700 x 20 14 000

SOUND:
R1000 x 20 20 000

TRAVEL:
- Petrol 5 700
- airtravel (for pre-publicity) 1 000
- vehicle hire 6 500

ACCOMODATION:
- 24 days x 15 people x R40 14 400
- extra meals 24 x 15 x R10 3 600

SECURITY:
Crowd control at concerts 6 000

ADVERTISING & PUBLICITY:
Radio 10 000
Press 3 000
Posters & handbills 2 000
Press kits for features in periodicals, etc 500
Photo shoot & prints 1 000

ARTISTS & PERSONELL FEES:
14 x 20 shows x R200 56 000
Tour administrator 3 000

VENUE HIRE:
20 x R500 10 000

TOTAL R156 700

PROJECTED EARNINGS:

We conservatively estimate being able to attract 10 000 paying people to these concerts. 10 000 x R8.00 R80 000

PROJECTED SHORTFALL:

R156 700 - R80 000 R76 700