

{SAMPLE} VIRTUAL TOURNAMENT P&L STATEMENT

REVENUES			
<u>Event Sponsors</u>	QTY	Pricing	Projected Revenue
Sponsor Level A	1	\$7,500.00	\$7,500.00
Sponsor Level B	1	\$5,000.00	\$5,000.00
Sponsor Level C	1	\$2,500.00	\$2,500.00
Projected Event Sponsor Revenue:			\$15,000.00
<u>Player Participation</u>	Per Person	Projected Revenue	
Golfer Entry Fees	\$100	<i>See below for projections</i>	

	REVENUE SCENARIOS		
<u>Revenue Options</u>	Entry Fee Revenue	Sponsor Revenue	Gross Profit
SCENARIO A: Estimated Gross Revenue -100 Golf Participants	\$10,000	\$15,000	\$25,000.00
SCENARIO B: Estimated Gross Revenue -250 Golf Participants	\$25,000	\$15,000	\$40,000.00

EXPENSES	Expense Cost	SCENARIO A (100 Golfers)	SCENARIO B (250 Golfers)
<u>Event Expenses</u>			
* Credit Card Fees	5% per transaction	\$1,125.00	\$1,800.00
Production Fees	\$2,900	\$2,900.00	\$2,900.00
Individual Golfer Participant Gifts	\$25	\$2,500.00	\$6,250.00
<u>Sponsorship Contingent Expenses</u>			
Sponsor Level A Appreciation Gifts (Under Armour golfer outfit)	\$150 x 16	\$2,400.00	\$2,400.00
Sponsor Level B Appreciation Gifts (Under Armour merchandise prize pack w/premier golf swag)	\$125 x 8	\$1,000.00	\$1,000.00
Sponsor Level C Appreciation Gifts (Under Armour merchandise prize pack w/select golf swag)	\$100 x 4	\$400.00	\$400.00
PROJECTED EXPENSES =		\$10,325.00	\$14,750.00
PROJECTED NET PROFIT =		\$14,675.00	\$25,250.00