

## MIDTOWN LOVE EVENT RECAP REPORT

**Event Details:** May 17, 2018, Faces, 2000 K St., 6-9 pm.

**Media:** There were 3 media partners.

1. **Comstock's Magazine** for Print, as they produced a ½ page ad in the May issue.
2. **FOX 40** for tv, and they provided the emcees for the evening, Big Al and Lori Wallace, and they produced commercials. They also hosted two segments on Studio 40 Live for the event.
3. **IHeartRadio/V101** was the radio sponsor and provided advertising commercials on air for the event. They provided some banners onsite, as well as a step-and-repeat for the evening.

**Attendance:** Projected Attendance: 400  
Estimated Attendance: 300 (260 in 2017)

**Cost:** Tickets were \$49 per person, (\$70 in 2017) and available via Eventbrite or at the door. Total amount received from ticket sales was \$2026, down from \$3644 in 2017.

**Revenue:**

Admission Ticket Sales	\$2026
Raffle ticket sales	\$453
Sponsorship income	\$44,000 (\$40K in 2017)
<b>Total</b>	<b>\$46,479</b>

1801 L, \$5K
SMUD, \$5K
Sutter Health, \$5K
Turton Real Estate, \$5K
Cresleigh Homes, \$2,500
Golden Pacific Bank, \$2,500
Love Laundry, \$1K
Sacramento Regional Transit, \$1K
Republic Services, \$1K



City Economic Development, \$1K
Limelight, \$1K (\$750 food)
Golden Bear, \$1K (\$750 food)
Pappas Investments, \$1K
Honey Agency, \$1K
Downtown Sac Partnership, \$1K
CADA, \$1K
D&S Development, \$1K
Visit Sacramento, \$1K
Mohanna Development, \$1K
Tricorp, \$1K
Vice Mayor Steve Hansen, \$1K
Union Pacific, \$1K
Hodgson Company , \$1K
Grant Bennett, \$1K
RC Fisher and Co \$500
Raymond Management, \$1K
Supervisor Phil Serna, \$1K

<b>Expenses:</b>	Photography:	\$200
	Photobooth:	
	Giggle & Riot	\$1136
	Food Caterers:	
	LowBrau	\$500
	Hook & Ladder	\$270
	Paragary's	\$216
	Kru	\$270
	Limelight:	\$500
	Signage:	\$2449



Entertainment:	
Drag Queens	\$150
Mermaids	\$520
DJ	\$250
Jazz Band	\$150
Xochilt, Singer	\$200
Poetry	\$150
Furniture Rentals:	\$2621
Lei's	\$227
Pool activation	\$137
Sponsor bags	\$35
Pillows	\$107
Add'l Supplies	\$223
Boomcase	\$550
Bartenders	\$300
INK	\$177.56
Unseen Heroes	\$5,000 (\$15K in 2017)

Total expenses           **\$15,301**

**Income:                   \$31,178**

The total income generated this year, **\$31,178**, exceeded the goal of \$22,500 by \$8678. In 2017, the income generated was \$18,350. 2018 made \$12,828 more than 2017.

While ticket prices were cheaper and we sold less tickets via Eventbrite than last year, a few key indicators were influential in the larger profit, namely:

1. Spending \$10,000 less on the event planners
2. Earning \$4K more in sponsorship income
3. Spending less cash on food, while receiving food sponsors



The food vendors were sponsored at the following levels:

- LowBrau, paid \$500 in total for food
- The Limelight, donated \$750 in food, paid \$250 in cash
- Golden Bear/Kru, donated \$750 in food, paid \$250 in cash
- Paragary's, donated \$750 in food

The in-kind sponsorships were:

- 3 Fold Communications, \$2500 level (in-kind)
- Sacramento 365, \$1000 level (in-kind)
- Faces \$5000 level (in-kind)
- Pappas Investments, parking

Future Considerations:

1. Moving the bar was key to more space by the pool. Plan for this set-up.
2. Having a live art sponsor.
3. Having a pool or pool activation sponsor (mermaids, beach balls, duck, etc)
4. Relocate the photo booth to the entry way for better activation.
5. Have Unseen do a run through with the DJ in advance and grab any other sponsor logos in the preferred file format.

