

Cold Lake Valour Place Committee - Golf Tournament Budget Rationale

1. Although we have not yet confirmed our pricing, we estimate our ticket price to be \$110. In the budget under revenue we deliberately gave a low estimate to our ticket sales of 50. This fills two purposes, one, not to overestimate our sales, and two, to accommodate tickets which will be part of our sponsorship agreements. The ticket prices will vary slightly if the golfer chooses not to have dinner or if they have a membership to the golf club. However, for the purposes of the budget we estimate the full price and we also estimate the full cost on the expense side.
2. The facility sponsorship amount is listed at \$3,000. This is the amount we would like to formally ask to City of Cold Lake to sponsor. It is based on 72 tickets at \$40 apiece (\$2,880) and we rounded it up to \$3,000 for simplicity. A price of \$40 per ticket was used because The Golf Course manager offered us the military rate.
3. I have listed several amounts on the revenue side which are confirmed. These include in-kind as well as cash donations from seven businesses in Cold Lake.
4. We have deliberately overestimated our expenses to buffer our budget and the ticket and catering costs will decrease if we do not sell out on ticket sales. We also expect that we will be able to cover most of the media advertising through in-kind donations.
5. Included in the budget is a BBQ we are doing at Sobeys on June 15, 2019.
6. Donations - we have estimated at \$1,000 this revenue line has no expense item attached to it.