

PROJECTED SFO TERMINAL 3/BOARDING AREA E OPENING EVENTS BUDGET

Estimated Budget for Boarding Area E opening events as of August 1, 2013

CATEGORY	GENERAL	SPONSOR PREVIEW	FAMILY	GALA	TOTAL
COUNT		150	5,000	500	5,650
HARD COSTS					
PAPER AND PROD	\$15,000	\$3,000	\$9,750	\$16,000	\$43,750
ENTERTAINMENT/TECHNICAL		\$7,500	\$46,000	\$65,500	\$119,000
FOOD SERVICE	\$ -	\$17,400	\$5,435	\$125,502	\$148,337
BEVERAGE SERVICE	\$ -	\$4,325	\$ -	\$23,260	\$27,585
EQUIPMENT	\$ -	\$2,075	\$6,000	\$25,000	\$33,075
DÉCOR	\$ -	\$6,500	\$10,000	\$35,000	\$51,500
VENUE/LOGISTICS	\$2,000	\$2,700	\$12,300	\$32,200	\$49,200
PROMOTION	\$2,500	\$650	\$9,350	\$12,000	\$24,500
ADMINISTRATION	\$45,000	\$5,000	\$30,000	\$35,000	\$115,000
MARKETING AND DESIGN SERVICES	\$150,000				\$150,000
GRAND TOTAL	\$214,500	\$49,150	\$128,835	\$369,462	\$761,947