

**EVENT FLASH REPORT SUMMARY**

**Event:** Bloomington Thunder vs. Madison Capitals  
**Date:** Saturday, March 04, 2017  
**Time(s):** 7:00 PM  
**VENUE:** U.S. Cellular Coliseum  
**CITY:** Bloomington, IL  
 RENTAL\_\_X\_\_ SELF PROMOTE\_\_\_\_ CO-PROMOTE\_\_\_\_

Gross Sales	\$ 10,188.28
Net After Amusement Tax	\$ 9,796.42
Tickets Sold:	1412
Comp Tickets:	692
Total Tickets:	2104
Actual Attendance (Drop):	1738



<b>Net Estimated Profit / (Loss)</b>	<b>\$ 4,905.57</b>
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**Event Revenues**

Event Rental & Net Co-Pro Profit	\$ 5,000.00	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ (195.00)	<b>Per Cap</b>
Net Food & Beverage Revenue	\$ 12,675.07	\$ 7.29
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$ -	
Other Event Revenues	\$ -	
<b>Total Event Revenues</b>	<b>\$ 17,480.07</b>	

**Executive Director Comments**

Bloomington Thunder Jersey Giveaway to the first 500 kids 12 and under brought out a wonderful group of families to the March 4 game. Best attendance of the year so far and the crowd was very excited to see the Thunder win a great game.

**Event Expenses**

Net Co-Pro Loss	\$ -
Amusement Taxes Paid	\$ 391.86
Event Production Expense (stagehands/equip)	\$ 180.00
Event Staffing (ushers, security, ticket sellers)	\$ 3,315.00
Police/EMT/First Aid	\$ 150.00
Event Advertising & Promotions	\$ -
Catering Expense	\$ -
Food & Beverage Expense*	\$ 8,450.05
Credit Card Fees	\$ 87.60
Other Event Expenses	\$ -
<b>Total Event Expenses</b>	<b>\$ 12,574.50</b>

<b>Net Estimated Profit / (Loss)</b>	<b>\$ 4,905.57</b>
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\* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions