

# Entertainment & Special Events Marketing

New Location  
184th & Maple Street

Name: \_\_\_\_\_



## Objective:

For you and a friend to make money putting on a special event!

## Event:

Super Lit Party  
sponsored by Burger  
Detour

The formula for making  
money is simple:

Gross Income  
-Expenses  
= Net Income or (Loss)

Now the key is to have  
more Gross Income  
(money before  
expenses) than  
expenses so you have  
a positive Net Income  
instead of a loss! Do  
this and it equals a  
Profit!

**Details:** You and a friend are throwing a huge party to create brand awareness for Burger Detour and to make some real cash! The event is being held at Stinson Park, from 6-10PM on Saturday, June 17th. A DJ will entertain from 6-8PM and a band from 8-10PM.

The cost to get into the party is \$50 per person, and you plan on 1,000 people attending. Each attendee receives three Burger Detour burgers of their choice, two orders of French Fries and unlimited Pepsi Products for the entire event.

Your expenses for the event include: \$20 per person (attendee) to Burger Detour for the provided food and drinks. You are paying 4 security guards \$75 per hour for 4 hours of work each, \$2,500 for Tent Rental, \$2,500 for the band and DJ, \$2,500 for Stage Rental, \$3,000 to rent Stinson Park, \$3,000 to hire workers to take tickets and give out food and drink. \$1,000 for media promotion of the event and \$200 each for 8 porta pottys.

**Questions that require answers:** Use the space on the next page.

Who would you choose as a partner in your class ? Why?  
Who could be a social media influencer that's fits promoting Burger Detour.  
Come up with a name for the event?  
Did you and your friend make or lose money? How much did each one of you make or lose?  
Please go to our IG and Facebook Page and Like/follow us: @BurgerDetourOmaha  
With the \$1000 for media exposure what would you spend it on to promote the event?

**Optional:** Make a 30 second to one minute Tic Tok video featuring Burger Detour. Go to our website at [www.burger-detour.com](http://www.burger-detour.com) for media assets and information about the scholarship and submitting your video.

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Answer the questions below:

Who would you choose as a partner in your class ? Why?

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Who could be a social media influencer that's fits promoting Burger Detour?

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Come up with a name for the event?

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Did you and your friend make or lose money? How much did each one of you make or lose?

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With the \$1000 for media exposure what would you spend it on to promote the event?

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List all of your Revenues and Expenses Below using this table!  
You may not use every line in this chart!

Total Revenue 1,000 x \$50	
Expenses	
Burger Detour Food, Drinks, Cups, Napkins	
Tent	
Band & DJ	
Stinson Park Rental	
Workers/Volunteers	
Promotion	
Porta Potty's	
4 Security Guards (\$75 an hour/ 4 hours of work each)	
Stage Rental	
Total Expenses	
Net Income or (Loss)	