



## Rock Festival

*You have £100,000 finance available to set up a Rock Festival and you can use the profits in any way you want to. You should be trying to attract at least 10,000 people to your event to make it a worthwhile enterprise.*



*You have a lot of important decisions to make at the planning stage and need to read all the information that you have been given very carefully. You will need to plan the event legally following all the instructions that you have been given.*

*Each team will be judged on the way they work together as a team to plan, budget for and market their Rock festival. At the end of the activity you will present your ideas in a lively and fun way to demonstrate your creativity, innovative and imaginative ideas as well as planning and budgeting skills.*



## Planning and budgeting information

<b>Local Authority planning regulations for setting up a Rock festival for 10,000 people</b>		<b>Unit Cost per day</b>
1	You must have 10 security guards for every 1000 people	£250 per guard
2	You must have 10 portaloos for every 1000 people	£500 each
3	You must have enough parking spaces for at least 8000 vehicles	*See Facilities
4	You must have at least 5 information points	£400 per point
5	You must have at least 4 first aid points	£1,000 per point
6	You must have 1 water point for every 500 people	£500 per point
7	You must have 3 disabled access points	£500 per point



<b>Facility costs</b>		<b>Set up/Hire costs</b>
1	1 Camping area (Accommodates 1,000 people)	£2,000
2	1 Cash machine (Serves 500 people)	£500
3	1 Main stage (Accommodates 8,000 people)	£25,000
4	1 extra stage (Accommodates 2,000 people )	£8,000
5	Site rent suitable for festival main area	£20,000
6	Site rent suitable for car parking 6000 vehicles	£10,000
7	Site rent suitable for car parking 4000 vehicles	£8,000



<b>Pop stars</b>		<b>Pay</b>
1	Popular mainline rock star	£35,000
2	Supporting band with a good following	£15,000
3	Up and coming or local performers	£10,000
4	Disc Jockey	£5,000
5	Unknown performers	£1,000

*Team Name*

## Budgeting/financial information

<i>Income (money in)</i>	<i>Unit cost</i>	<i>Number</i>	<i>Total</i>
<i>Income from ticket sales</i>			
<i>Income from advertising (site hoardings/sponsors)</i>			
<i>Income from refreshment tent</i>			
<i>Income from parking charges</i>			
<i>Income from camping fees</i>			
<b>I ♥ POP MUSIC</b>			<b>TOTAL Income</b>

<i>Expenditure (money out)</i>	<i>Unit cost</i>	<i>Number</i>	<i>Total</i>
<i>Site fees</i>			
<i>Stage (s)</i>			
<i>VIP Area</i>			
<i>Acts</i>			
<i>Security</i>			
<i>Information points</i>			
<i>First aid points</i>			
<i>Water points</i>			
<i>Advertising and promotion</i>			
<i>Cash machines</i>			
<i>Disabled access</i>			
			<b>TOTAL Expenditure</b>

<i>Total Income</i>	<i>Total Expenditure</i>	<i>PROFIT (Income – Expenditure)</i>

## **Marketing and presentation information**

*You need to work closely with the Planning group and the Budgeting group to devise a marketing campaign to promote the Rock festival to the public in such a way that you will meet the target for ticket sales. You also need to look at on site advertising of facilities such as the refreshment tents and camping facilities etc to make sure that the event maximises (improves) the profit potential from as many sources as possible.*

*You need to take into consideration all of the decisions made by Planning and Budgeting such as: Location; price; facilities; head line acts; and the use of any profits.*

*Organise a meeting with Planning and Budgeting to discuss your marketing plans.*

*Examples of the sort of things you might try are:*

- 🎵 Write a song about the festival and try to get it played on local radio.*
- 🎵 Think up and perform an advert to be used on TV or Radio.*
- 🎵 Mock up a Radio/TV interview about the festival.*
- 🎵 Design a website page to advertise the festival.*

