

EVENT FLASH REPORT SUMMARY

Event: IHSA Cheer 25
Date: February 7, 2025 and February 8, 2025
Time(s): 7:00pm
VENUE: Arena
CITY: Bloomington, IL
 RENTAL SELF PROMOTE CO-PROMOTE X

Gross Sales	\$ 124,597.00
Net After Amusement Tax	\$ 119,613.12
Tickets Sold:	11,327
Comp Tickets:	301
Total Tickets:	11,628
Actual Attendance (Drop):	10,947



Event Revenues

Event Rental & Net Co-Pro Profit	\$ -	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 15,381.33	Per Cap
Net Food & Beverage Revenue	\$ -	\$ -
Reimbursed Event Expenses		
Net Merchandise Commissions		
Other Event Revenues		
Total Event Revenues	\$ 139,978.33	

Executive Director Comments

Event Expenses

Net Co-Pro Loss	\$ -
Taxes Paid	\$ 4,983.88
Event Production Expense (stagehands/equip)	\$ 11,448.08
Event Staffing (ushers, security, ticket sellers)	\$ 18,751.00
Police/EMT/First Aid	
Event Advertising & Promotions	
Catering Expense	
Food & Beverage Expense*	\$ -
Credit Card Fees	
Other Event Expenses	
Total Event Expenses	\$ 35,182.96

Net Estimated Profit / (Loss)	\$ 104,795.37
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions