

HPHE 2100 Budget | Event Revenue Section

Revenue Streams Explanation:

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Who, What, When, Where, Why

Gala en Pointe is a fundraising event hosted by the Northwest Michigan Ballet Theater, a non-profit youth ballet company dedicated to training and supporting the next generation of dancers. The event will take place on October 23, 2026, at Kirkbride Hall in Downtown Traverse City.

Kirkbride Hall will provide the event with essential equipment and services, including tables, chairs, linens, lighting, a sound system, and a stage. The purpose of the gala is to raise funds that directly support the dancers and the organization's programming.

Gala en Point Program Area: Ticket Sales

Line Item (Revenue Category)	Per unit revenue generators	Total Budget Revenue
General Admission	\$100 per person (120 people)	\$12,000
Total		\$12,000

Spectator Fees

Ticket sales will make up a significant portion of the event's revenue.

- **Ticket price:** \$100 per person
- **Expected attendance:** 120 guests

Sponsorships / Program Ad's

Line Item (sold item to create revenue)	Per unit costs	Total Budget Revenue
Cabriole	\$1500 x2	\$3000
Pirouette	\$500 x2	\$1000
Tendu	\$100 x4	\$400
Plie	\$50 x6	\$300
Total		\$4,700

Sponsorships/Program Ads

The gala offers several sponsorship levels, each with different benefits:

- **Cabriole** – Presenting Sponsor (highest tier)
 - Includes one complimentary gala table and a full-page program ad
- **Pirouette** – Mid-tier sponsor
 - Includes a half-page program ad
- **Tendu** – Entry-level sponsor

- Includes a quarter-page program ad
- **Plié** – Basic sponsor (lowest tier)
 - Does not include a program ad

Proceeds from all sponsorship levels support the organization, with a specific focus on helping fund new pointe shoes for the dancers.

Beverages		
Line Item (Revenue Category)	Per unit revenue generators	Total Budget Revenue
Cash bar sales	120 guests × average 2 drinks × \$10 each	\$2,400
Total		\$2,400

Beverages

A cash bar will be available during cocktail hour and after the program, generating additional revenue for the event. Guests typically purchase one to two alcoholic beverages, resulting in an estimated \$2,400 in cash bar sales. Offered beverages include:

- **Specialty cocktails – \$7**
- **Soda – included**
- **Water – included**

Auction		
Line Item (Revenue Category)	Per unit revenue generators	Total Budget Revenue
Silent Auction Sales	12 items average \$125	\$1,500
Total		\$1,500

Raffles and Auctions

A silent auction will feature 12 donated items. While items are donated, the revenue comes from the **sale** of these items during the event. Projected auction sales are based on an average final bid of **\$125 per item**, generating an estimated **\$1,500 in revenue**. Ex. Items include:

- Gift cards to local restaurants
- Lululemon merchandise
- Spa packages
- Local excursions and experiences in the Traverse City area

All auction revenue supports the organization's mission and operating costs.

Auction:

Line Item (Revenue Category)	Per unit revenue generators	Total Budget Revenue
Raffle ticket sales	120 tickets × \$5 each	\$600
Total		\$600

A raffle will be held during the gala to generate additional fundraising revenue. Guests may purchase raffle tickets for the chance to win a themed prize basket donated by a local business. The raffle provides an accessible, low-cost way for guests to participate in the fundraising efforts, even if they do not bid on auction items.

Guests may purchase raffle tickets during the event. Assuming each guest buys one \$5 ticket, raffle sales are projected to generate **\$600** in additional revenue.

Total = \$21,200