Christmas Lights Switch On Event Programme

Aim

Provide a programme of what's planned throughout the event - timings, traders, raffle prizes, entertainment & timings, guests - KLFM, Town Crier etc, Santa's Grotto – timings & costs, event sponsors, trader & business advertisements

Ready by 1st Nov – available in local businesses, market stalls and council office – website & social media – all helps promotion of the event

Completion by 1st Nov means we can tie down traders/entertainment etc asap and allow 4 week lead up to concentrate on final planning and contingencies.

Cost

	Income from										
Print Costs In house printers - based on initial supply of 500 copies Colour - £0.075, B&W - £0.0075				Paper cost 500 a4 shee ream 1 Reams - 1	Total Costs		Adverts - ¼ page - £25 ½ page - £50 Full Page - £10	Potential net profit			
8 page programme	4 A4 pages: 1 colour - 500 copies 3 B&W - 1500 copies	£	37.50 11.25	4 reams	£ 11.12	£	59.87	5 full pages available	£ 500.00	£	440.13
10 page programme	5 A4 pages: 1 colour - 500 copies 4 B&W - 2000 copies	£	37.50 15.00	5 reams	£ 13.90	£	66.40	7 full pages available	£ 700.00	£	633.60
12 page programme	6 A4 pages: 1 colour - 500 copies 5 B&W - 2500 copies	£	37.50 18.75	6 reams	£ 16.68	£	72.93	9 full pages available	£ 900.00	£	827.07

Promotion

- Local businesses
- Market Traders
- Council office
- Social Media What's On & Council website

Schedule

Task	02-Sep	09-Sep	16-Sep	23-Sep	30-Sep	07-Oct	14-Oct	21-Oct	28-Oct	04-Nov	11-Nov	18-Nov	25-Nov	01-Dec
Create template														
Sell advert space														
Create layout map														
Create event prgramme														_
Create entertainment programme														E
Order paper														V
Finalise Programme														E
Print Programme														N
Copies to Local Businesses, Market														Т
Traders, Museum etc														
Weekly Council Gazebo - selling														
raffle tickets & programmes														