

## 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 1<sup>st</sup> Nov – available in local businesses, market stalls and council office – website & social media – all helps promotion of the event

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

## Cost

Expenditure						Income from Adverts		Potential net profit
Print Costs In house printers - based on initial supply of 500 copies Colour - £0.075, B&W - £0.0075			Paper costs 500 a4 sheets per ream 1 Reams - £2.78		Total Costs	Adverts - ¼ page - £25 ½ page - £50 Full Page - £100		
8 page programme	4 A4 pages:		4 reams	£ 11.12		£ 59.87	5 full pages available	£ 500.00
	1 colour - 500 copies	£ 37.50						
	3 B&W - 1500 copies	£ 11.25						
10 page programme	5 A4 pages:		5 reams	£ 13.90	£ 66.40	7 full pages available	£ 700.00	£ 633.60
	1 colour - 500 copies	£ 37.50						
	4 B&W - 2000 copies	£ 15.00						
12 page programme	6 A4 pages:		6 reams	£ 16.68	£ 72.93	9 full pages available	£ 900.00	£ 827.07
	1 colour - 500 copies	£ 37.50						
	5 B&W - 2500 copies	£ 18.75						

## Promotion

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

## Schedule

[illegible]