

# SNOWATTACK 2010



Fixed currency rate 1 EUR = 280 Ft

INCOME			COSTS		
Label	Value	Status	Label	Value	Status
Travel 3862 passenger	185,152,580 Ft	✓	Accommodation, ski passes and 40 busses	130,734,040 Ft	✓
Insurance	8,962,100 Ft	✓	Insurance	8,962,100 Ft	✓
Ski instruction	1,284,560 Ft	✓	Ski instruction	642,160 Ft	✓
Rental of ski equipment	1,860,000 Ft	✓	Rental of ski equipment	1,528,000 Ft	✓
Puy Sponsorship in kind	3,882,200 Ft	✓	Electricity and mobile toilets	2,717,400 Ft	✓
Extra ski pass sells	484,820 Ft	✓	Human resource costs	20,101,995 Ft	✓
Profit on Bars	5,266,240 Ft	✓	Sales commission	2,586,700 Ft	✓
Sponsors (OTP, Fundango, Red Bull, Nokia...)	26,939,275 Ft	✓	Artists (Djs and Bands) most of them played for free trip	2,501,200 Ft	✓
Night bus tickets	44,800 Ft	✓	Speaker animators	552,830 Ft	✓
Ski test rental	36,400 Ft	✓	Artist booking agency	601,000 Ft	✓
Poker surplus	10,878 Ft	✓	Rental of tent	8,201,788 Ft	✓
Island Festival promotion during event	1,000,000 Ft	✓	Transportation cost	3,679,200 Ft	✓
Registration fee fro ski competition	110,880 Ft	✓	Marketing costs	18,221,054 Ft	✓
Selling branded T-shirts, ski glasses,	171,690 Ft	✓	Security (36 people)	3,862,250 Ft	✓
Hot-dog	315,000 Ft	✓	Ambulance car and staff	1,046,200 Ft	✓
			Equipments for programs	1,419,328 Ft	✓
			Phone bills	597,791 Ft	✓
			Premium for best employees	748,000 Ft	✓
			Food package for VIP and Staff	4,354,560 Ft	✓
			Petrol cost for company cars	689,880 Ft	✓
			Flight tickets for artists	1,214,077 Ft	✓
			Rental of sound technique	3,750,000 Ft	✓

	Rental of visual technique	1,442,188 Ft	✓
	Building, maintenance and repair cost of tents	1,305,000 Ft	✓
	Cleaner team (daily clean of locations)	704,100 Ft	✓
	Other unexpected costs (custom fine, invitation, free drinks..)	2,305,721 Ft	✓
	Transfer and exchange costs	314,700 Ft	✓
	Hedge cost of fixing EUR/HUF currency rate	100,000 Ft	
	Study tour (pre-visiting location)	494,430 Ft	✓
	Renting Bus parking for tour start	85,225 Ft	✓
	VIP presents, and hostesses	510,160 Ft	✓
	Prices & Awards of sport competitions	904,475 Ft	✓
	Big Air building and Winch rental	380,800 Ft	✓
	Website and reservation software development	756,875 Ft	✓
	OTP on spot promotion	625,000 Ft	✓
	Noklia dancers	611,615 Ft	✓
	University on spot promotion	712,385 Ft	✓
	Hot dog	60,365 Ft	✓
	Lost money, by employee failure	308,000 Ft	✓
	Common damage in apartments (30 fire-extinguisher was used for fun)	2,632,280 Ft	✓
	Free places for sponsors (182 people)17 208 920Ft	Included in travel cost	✓
<b>Total income</b>		<b>235,521,423 Ft</b>	
	<b>Total costs</b>		<b>232,964,872 Ft</b>
			<b>Net profit 2,556,551 Ft</b>