

Earned revenue for the project

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Provide a breakdown showing how you have worked out your earned revenue figures.

Earned revenue can include:

- admission fees
- box office takings
- sales of publications or merchandise
- subscription fees
- contract or artist fees
- estimated sales for the first 12 months, e.g. of recordings, books or artworks and fees from workshops or conferences.

You must include the seating capacity of the venue (house size) and your projected box office percentage, eg a performance in a 200 seat venue with a projected box office of 40% equates to 80 people purchasing tickets to each performance. As part of the information required for projected box office, your budget description should include the ticket prices for the performance or presentation.
