

Fernley Mural, Music and Margarita Festival

May 19-21 2022

Estimated event budget - **\$ 47,850**

Artist Stipend: **\$15,000**

9 walls @ \$1000: *\$9,000* (Including International Mexican Muralist, Prism A.G. & Recycled Propaganda, Las Vegas, NV)

6 walls @ \$500: *\$3,000*

1 wall @ \$3000 (Featured artist Erik Burke)

Paint: **\$3800**

9 walls @ \$300: *\$2,700*

6 walls @ \$100: *\$600*

1 wall @ \$500: *\$500*

Scissor lift and scaffold rentals: **\$4,000**

Entire project, all walls where applicable

Insurance: **\$1,500**

Advertising/Marketing - Print and digital ads for Northern Nevada: **\$3,000**

Merchandise: **\$2,450**

- 100 T-shirts: *\$800*
- 100 tote bags: *\$500*
- Collateral: *\$500*
- 100 posters: *\$50*
- 1000 postcards: *\$125*
- 1000 stickers: *\$275*
- 1000 buttons: *\$200*
- 30 lanyards and badges for artists, volunteers & VIP: *\$75*
- Mural Signage - Artist, Title, Primary Sponsors: *\$100*
- Thank you cards to sponsors and donors: *\$100*

Housing for traveling artists: **\$2,700**

Meals for artists: **\$900**

Music: **\$5000** (Opening night meet and greet - Friday night concert (2 venues) - Saturday Night concert at the park - Sunday brunch with acoustic musicians)

Web Design and Management: **\$500**

Logo Design: **\$500**

Attachment D - Estimated Event Budget

Administration, Logistics and Fiscal Agency: **\$6,000**

Documentation: Videographer, Photographer, Drone: **\$1,500**

Volunteer Coordinator: **\$1000** (Lauren Hufft)

Estimated Income:

City of Fernley: **\$30,000**

Sierra Arts Foundation: **\$6,275**

Community In-Kind Donations: **\$6,000**

Pre-Event Fundraising and Merchandise Revenue: **\$5,575**