



The Great BATS Budget Projection Guide

Projecting a budget is an art in itself. Honestly! You can try to foresee all the costs your show might incur and get quotes from companies to work out how much certain things will cost, but there will most likely be some educated guessing, some trimming here and some adding there to make things balance.

Then there will always be things that change between projecting your budget and wrapping things up at the end of your season. For example, you might get more people attending than you budgeted for (that's definitely what you want to happen and why marketing is so important!). That will mean your Box Office income goes up. But you might also get fewer people attending than you budgeted for, which means your income will go down.

After the recommendations you will find example workings and budget projection for your reference. BATS also provide a working budget template that you can use as a tool for developing your budget.

Here are our key recommendations:

Capacity	Budget for 30% houses (so 30% of your possible total audience attending over the season) as that is a realistic, conservative estimate that is best practice in the industry. We definitely don't recommend on budgeting for higher than 30% capacity, unless you're an experienced company with a following and a track record that means you can be confident you can achieve higher audience attendance.
Spending	Keep a close eye on your spending (or the spending of people in charge of different areas of the budget who are buying or ordering things, like your set designer for example) in the lead up to and during the season. Keep a record of all the expenses related to the show, no matter how small, so you don't get any unwelcome surprises at the end of the season.
BATS Charges & Risk Share Model Refer back to your performance agreement.	<p>BATS operates a risk share model. This means there are no upfront costs to putting on a season at BATS. It also means if you need support to pay invoices before the season you can talk to us about making an upfront payment and taking the amount due of the box office at the end of the season.</p> <p>Hire Fee - BATS charges 15% (+GST) hire fee</p> <p>Maintenance Fee - BATS charges \$15 (+GST) per night for maintenance, maximum charge of \$150 (+GST)</p> <p>Ticketing Fees - Each ticket sold has an inside charge of \$2 (incl. GST)</p> <p>BATS will act as an agent for the Company for ticket sales . Sole responsibility for the collection and payment of GST with respect to ticket sales shall rest with the Company. If the Company is GST registered, the ticket sale includes GST. If the Company is not GST registered, the ticket sale does not include GST.</p>

Rehearsal Space	Does your flat have a giant lounge that your flatmates wouldn't mind you using as a rehearsal space for free? If not, The Studio at BATS can be hired for rehearsals and the hire charge can be taken out of your Box Office at the end of your season.
Contra	Contra, or 'in kind', support is when businesses or individuals provide things for free that would normally cost you. For example, if a local furniture business provided you with a table that you need for your set for the duration of your season. It's good practice (and may be a requirement as part of the contra arrangement) to acknowledge contra support in the programme and offer the person you've been dealing with a couple of free tickets to opening night.
Discounts	Some suppliers provide discounts for certain things – The Big Picture printing company offers a discount if you include their logo on your posters and flyers. The Fabric Warehouse offers a theatre discount. There's no harm in asking if a business would consider giving you a discount in exchange for featuring their logo on your posters or in your programme. Make sure the discount is worth the precious space on your poster though!
Marketing Costs	<p>You could decide to get fewer posters printed and distribute them yourself to bring the cost of your marketing spend down. Marketing is very important to ensure you get enough audience members buying tickets to cover your costs, so make sure you talk to our Marketing and Fundraising Manager who can help you think about the best marketing approach for your show that will be as cost effective and successful as possible.</p> <p>At BATS we allow shows to charge their printing and poster distribution, through certain companies, directly to BATS and we take the cost out of your Box Office at the end of the season, so that's less up-front cash you have to spend before your season starts. Have a chat to us about how this works.</p>
Technical Equipment	You may need to consider costs of extra technical equipment. Usually BATS can provide all the lights and sound equipment you might need. But if you have special requirements e.g. a hazer, snow machine, or special sound or lighting equipment you might need to hire it. A list of the BATS' equipment can be found in the BATS' General Info Pack or by emailing our Technical and Facilities Manager, Nick at nick@bats.co.nz
Set, props and costume	<p>These are good items to think about whether you could get them as contra or source from your own house/wardrobe or from friends or family.</p> <p>Our friends at Propeller Studios are always keen to have a chat and help find great creative solutions, give them a call and see how they can help. Lesley on (04) 801 8628. Tell them you are putting on a show at BATS!</p>
Licenses	APRA music license (if you're using any music in your show that isn't original, see

	http://www.apra.co.nz/music-consumers/music-in-theatre.aspx for more information) Playmarket script license (if you're using an existing script under license from Playmarket, see http://www.playmarket.org.nz/ for more information)
Budget Template	Use the budget template provided to guide you.

Questions about your budget or any of the information on these pages? Feel free to ask our Programme Manager Heather, or send her through a draft of your budget for advice, she's heather@bats.co.nz

How we calculated the average ticket price, Box Office income and BATS' fees for a five night season in the example budget on the next page:

Workings:	
<i>Average Ticket Price After Booking Fee Calculation</i>	
Ticket Prices	\$20 full; \$15 concession
Less BATS' inside charge of \$2 per ticket	\$18 full; \$13 concession
Full price plus concession price divided by two to calculate average ticket price	$\$18 + \$13 / 2$
Average Ticket Price After inside charge	\$15.50
<i>Projected Box Office Income Calculation</i>	
25 (85 seats @ 30% house) x average ticket price to calculate projected income per performance	\$387.50
Projected income per performance x 5 performances to calculate total projected Box Office income for the season	\$1,937.50
Projected Box Office Income	\$1,937.50
<i>BATS' Fees Calculation</i>	
15% BATS' hire fee (15% of Box Office income)	\$290.63
GST on hire fee	\$43.59
BATS' maintenance fee (\$15 per performance x 5 performances)	\$75.00
GST on maintenance fee (15% of \$75.00)	\$11.25
Total BATS' Fees:	\$420.47

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BATS' Example Projected Budget

(please note this example budget is intended as a guide only)

BATS Example Projected Budget	
Income:	
Box Office Income (see previous page for how this was calculated)	\$1,937.50
Other income? (e.g. Council or Creative NZ funding, PledgeMe or other crowd funding, private investment - your own money or money from rich people you know!)	\$265.34
TOTAL INCOME:	\$2,202.84
Expenses:	
<i>Venue Fees</i>	
BATS' Fees (see previous page for how this was calculated)	\$420.47
<i>Marketing</i>	
Professional poster printing estimate	\$200.00
Professional poster distribution estimate	\$500.00
Professional flyer printing estimate	\$100.00
<i>Set, Prop and Costume Costs</i>	
	\$275.00
<i>Printing</i>	
Script Printing	\$60.00
Programme Printing	\$40.00
<i>Rehearsal space (\$12 per hour x 40 hours)</i>	
	\$480.00
<i>Contingency (should be 5% of estimated expenses)</i>	\$103.77
TOTAL EXPENSES:	\$2179.24
SURPLUS / DEFICIT:	\$23.60

