

COSTING A PROMOTIONAL ACTIVITY

Type of promotion:	
Promotion Date	Time
Costs of the Promotion	
Promotion Kit	
Band	
DJ	
Entertainer/s	
Equipment Hire	
Extra Staff Wages – Bar Staff	
- Door Staff	
- Kitchen/Waiting staff	
Special Licenses	
Decoration	
Advertising - Posters (design & printing)	
- Leaflets (design & printing)	
- Distribution	
Other costs	
Total Costs	A

Step 1	Enter total costs as above	A	
Step 2	Multiply by 100		
Step 3	Divide by GP%		
Step 4	Add VAT by multiplying by 1.15	B	
Step 5	Add B to the normal days takings – this is the takings required to break even on the day		