

Desert Publications Inc
Event Name: Desert Plein Air Paint the Desert Festival
Dates: January 10-16, 2025
Venue: Art Museum

Revenue		Description of Services/Comments
Sponsorships	<u>Cash</u>	
	<i>City of Palm Desert</i>	25,000
	<i>El Paseo Business Improvement District</i>	5,000
Total		30,000
Ticket Sales	\$	
Entry Fees Cat 1	765	
Entry Fees Cat 3	2,950	
Art Sold	4,820	
Workshop Oil	783	
Workshop Watercolor	967	
Total Revenue		40,285
Expenses		
General Expenses		
	<i>Palm Springs Life Sponsorship Fees 20%</i>	6,000
	<i>Plein Air Magazine</i>	2,195
	<i>Judging Fees</i>	407
Program Expenses		
	<i>Projector Rental</i>	450
	<i>Projector Screen Purchase</i>	76
	<i>Chair Rental</i>	70
Guest Accommodations		
	<i>Best Western</i>	4,573
Awards Reception Expenses		
	<i>Pacific Coast Palate Fee</i>	3,000
	<i>Supplies</i>	202
	<i>Wine</i>	224
Prize Money		15,000
Misc Expenses		
	<i>Awards Ribbons</i>	180
	<i>MailChimp</i>	33
	<i>Insurance</i>	100
	<i>Permit</i>	135
Printing		
	<i>Lanyards</i>	32
	<i>Printing staff/artirsts</i>	66
	<i>Waivers</i>	12
	<i>Poster Boards</i>	402
	<i>Rack Cards</i>	286
Promotional		
	<i>Website, campaign development, and media</i>	25,000
Workshop - Oil Expense		
	<i>Hotel</i>	350
Workshop - Watercolor Expense		
	<i>Hotel</i>	526
Total Expenses		59,320
Net Income (Loss)		-19,035