

BUDGET FOR SVANDOVO DIVADLO PRODUCTION OF 'THE GOOD AND THE TRUE' AT:

DR2 THEATRE, 101 East 15th Street, New York, NY 10003

Production runs from: 21st July to 14th September 2014

All amounts are in dollars.

Pre-Production Costs:	
Theatre Deposit and Advance General Management Fee payable on contract:	\$ 33 250,00
Visa applications for Saul Reichlin and Isobel Pravda	\$ 2 450,00
US Immigration Attorney costs for organising the visas	\$ 2 450,00
US Attorney in setting up US entity and contractual negotiations	\$ 5 000,00
Company formation costs for US entity	\$ 300,00
Travel Costs 3 return trips to UK to Prague	\$ 650,00
Three trips London to United States of America	\$ 2 000,00
PR Company for advance marketing, press support and editorial	\$ 3 000,00
Administration fee for office and personnel costs of Pluto Productions	\$ 7 500,00
Contingency -5% from pre-production cost	\$ 2 830,00
Pre-Production TOTAL	\$ 59 430,00
PRODUCTION COSTS	
Balance of theatre cost	\$ 23 248,00
Advertising commission	\$ 600,00
PR Company fee	\$ 2 500,00
Advertising – print, distribution, media advertising*	\$ 50 000,00
Actors fee including per diems but excluding accommodation	
2 x 8,500	\$ 17 000,00
Actors flights and transfers	\$ 2 500,00
Stage Manager/Technician for duration of the run	\$ 6 000,00
Usher for duration of the run	\$ 2 048,00
Actors accommodation for duration of the run	\$ 18 000,00
Hires of smoke machine, lights and other disposables	\$ 5 000,00
Contingency - 5% from production costs	\$ 6 344,80
PRODUCTION EXPENDITURE	\$ 133 240,80

B. D. D.
11 April 2014

TOTAL EXPENDITURE	\$	192 670,80
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INCOME BASED ON \$59, \$49 AND \$39 SEATS. VENUE HAS 99 SEATS		
WE CALCULATE THIS ON AN AVERAGE SEAT PRICE OF \$49.		
100% SALES RETURN IS:	\$	291 060,00
50% SALES RETURN IS:	\$	145 530,00
25% SALES RETURN IS:	\$	72 765,00
BREAK-EVEN POINT IS 70% WHICH WILL ACHIEVE AN INCOME OF:	\$	205 800,00

* This is the guide figure suggested from DR2 Theater to cover the purchase of press and other media advertising which will be specified prior and during the production.

This is calculated on 60 performances. There will be a royalty deduction of 10% from the gross ticket price plus some agreed and contracted ticket commission and agency charges.

The play is scheduled to be performed 8 times per week including 2 matinees.

The first public performance will be scheduled to take place on 22nd July 2014.

Estimated income based on average \$49 ticket prices

Pre-production: 20 seats x 6 performances	\$	5 880,00
Week 2: 30 seats x 8 performances	\$	11 760,00
Week 3: 40 seats x 8 performances	\$	15 680,00
Week 4: 50 seats x 8 performances	\$	19 600,00
Week 5: 50 seats x 8 performances	\$	19 600,00
Week 6: 50 seats x 8 performances	\$	19 600,00
Week 7: 60 seats x 8 performances	\$	23 520,00
Week 8: 60 seats x 8 performances	\$	23 520,00
	\$	139 160,00

Brian Daulton
11 April 2014