

Ballpark Sales & Marketing
2012 Revenue Report

Event Name	Date	Guarantee	Charges	Discounts	Revenue	Cost	Profit (Loss)
San Diego Half Marathon Mtg	10/11/11	15	\$ 667.51	\$ -	\$ 758.09	\$ 667.51	\$ 90.58
Polachek Bar Mitzvah	10/22/11	165	\$ 46,543.04	\$ -	\$ 48,715.54	\$ 29,355.79	\$ 19,359.75
Deadmau5	10/28/12	Public			\$ 409,624.63	\$ 214,912.26	\$ 194,712.37
October Totals			\$ 47,210.55	\$ -	\$ 459,098.26	\$ 244,935.56	\$ 214,162.70
Qualcomm	11/3/11	133	\$ 24,434.91	\$ -	\$ 26,138.64	\$ 16,351.51	\$ 9,787.13
Hunter	11/6/11	325	\$ 42,462.05	\$ -	\$ 45,708.48	\$ 27,865.39	\$ 17,843.09
Perkin Elmer	11/9/11	245	\$ 45,389.43	\$ -	\$ 48,046.58	\$ 28,978.88	\$ 19,067.70
SDSI Luncheon	11/9/11	60	\$ 4,457.39	\$ -	\$ 4,832.63	\$ 3,059.17	\$ 1,773.46
Johnson & Johnson	11/10/11	2000	\$ 362,646.16	\$ -	\$ 388,656.37	\$ 271,357.14	\$ 117,299.23
Breast Cancer 3-day	11/20/11	5000	\$ 22,910.00	\$ -	\$ 22,910.00	\$ 5,961.85	\$ 16,948.15
November Totals			\$ 502,299.94	\$ -	\$ 536,292.70	\$ 353,573.94	\$ 182,718.76
Dale Scott	12/1/11	165	\$ 45,161.31	\$ -	\$ 47,419.96	\$ 28,521.98	\$ 18,897.98
December Totals			\$ 45,161.31	\$ -	\$ 47,419.96	\$ 28,521.98	\$ 18,897.98
Wells Fargo	1/18/12	275	\$ 42,205.13	\$ -	\$ 45,609.26	\$ 28,572.30	\$ 17,036.96
AFCEA	1/24/12	1000	\$ 172,590.84	\$ -	\$ 182,372.50	\$ 80,872.96	\$ 101,454.54
January Totals			\$ 214,795.97	\$ -	\$ 227,981.76	\$ 109,445.26	\$ 118,491.50
Nokia	2/1/2012	210	\$ 55,919.93	\$ -	\$ 57,366.85	\$ 20,020.25	\$ 37,346.60
MSKCC	2/3/12	350	\$ 37,505.18	\$ -	\$ 40,333.86	\$ 25,802.50	\$ 14,531.36
Augie's Quest	2/9/12	340	\$ 186,302.42	\$ 30,000.00	\$ 160,325.79	\$ 92,680.30	\$ 67,645.49
Baker Corp BB	2/28/12	34	\$ 44,270.25	\$ -	\$ 44,602.71	\$ 11,999.85	\$ 32,602.86
Baker Corp Reception	2/29/12	117	\$ 47,293.85	\$ -	\$ 49,352.76	\$ 22,760.49	\$ 26,592.27
February Totals			\$ 371,291.63	\$ 30,000.00	\$ 351,981.97	\$ 173,263.39	\$ 178,718.58
MLB-RBI Reception	3/1/2012	300	\$ 8,000.00	\$ -	\$ 8,610.61	\$ 5,693.64	\$ 2,916.97
SD Half Marathon	3/10-3/11/12	5000	\$ 172,307.71	\$ -	\$ 196,884.23	\$ 93,227.43	\$ 103,656.80
Allergan	3/17/12	900	\$ 237,008.46	\$ -	\$ 250,612.66	\$ 177,784.96	\$ 72,827.70
Brown Bar Mitzvah	3/24/12	149	\$ 25,381.86	\$ -	\$ 26,579.46	\$ 14,604.49	\$ 11,974.97
Science Expo	3/24/12	30000	\$ 91,020.44	\$ -	\$ 107,927.39	\$ 37,276.19	\$ 70,651.20
March Totals			\$ 533,718.47	\$ -	\$ 590,614.35	\$ 328,586.71	\$ 262,027.64
Fan For Life	4/28/12	300	\$ 13,656.85	\$ -	\$ 14,374.55	\$ 6,740.80	\$ 7,633.75
April Totals			\$ 13,656.85	\$ -	\$ 14,374.55	\$ 6,740.80	\$ 7,633.75
RBHS Prom	5/12/12	650	\$ 46,558.99	\$ -	\$ 47,180.08	\$ 17,429.90	\$ 29,750.18
ASGE	5/20/12	425	\$ 99,867.86	\$ -	\$ 106,010.27	\$ 64,967.97	\$ 41,042.30
May Totals			\$ 146,426.85	\$ -	\$ 153,190.35	\$ 82,397.87	\$ 70,792.48
ISCS	6/4/2012	900	\$ 181,007.02	\$ 891.38	\$ 191,375.89	\$ 126,634.87	\$ 64,741.02
Trace 3	6/8/12	55	\$ 33,233.17	\$ -	\$ 33,594.48	\$ 7,384.14	\$ 26,210.34
Cisco Media Event	6/11/12	90	\$ 20,461.85	\$ -	\$ 21,249.86	\$ 6,377.47	\$ 14,872.39
Cisco	6/13/12	7200	\$ 1,033,077.72	\$ -	\$ 1,152,125.77	\$ 886,758.89	\$ 265,366.88
UPS Luncheon	6/28/12	30	\$ 12,000.00	\$ -	\$ 12,211.69	\$ 4,023.40	\$ 8,188.29
June Totals			\$ 1,279,779.76	\$ 891.38	\$ 1,410,557.69	\$ 1,031,178.77	\$ 379,378.92
Imeriti	7/9/2012	340	\$ 48,960.79	\$ 1,380.00	\$ 51,259.63	\$ 30,995.05	\$ 20,264.58
Ruckus - Walking Dead	7/9-7/15/12		\$ 176,609.54	\$ -	\$ 215,397.32	\$ 68,061.89	\$ 147,335.43
Visionary Group - VIP Walking Dead	7/12-7/14	530	\$ 92,103.50	\$ -	\$ 96,926.87	\$ 42,580.37	\$ 54,346.50
G4 TV Staff Party	7/13/12	150	\$ 21,418.87	\$ -	\$ 22,744.42	\$ 11,561.39	\$ 11,183.03
Spike TV	7/13/12	20	\$ 44,781.96	\$ -	\$ 45,510.19	\$ 15,084.58	\$ 30,425.61
VH1 Concert	7/13/12	2500	\$ 159,866.58	\$ -	\$ 163,277.46	\$ 78,664.11	\$ 84,613.35
July Totals			\$ 543,741.24	\$ 1,380.00	\$ 595,115.89	\$ 246,947.39	\$ 348,168.50
Bishop McCann Luncheon	8/7/12	175	\$ 18,824.10	\$ -	\$ 20,223.32	\$ 8,327.49	\$ 11,895.83
Green Bay Packers	8/9/12	100	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00
Sunroad	8/11/12	850	\$ 224,546.63	\$ 10,250.00	\$ 224,782.44	\$ 123,484.74	\$ 101,297.70
HS-ALL Star Game	8/12/12	5000	\$ 60,422.55	\$ -	\$ 61,543.27	\$ 25,601.82	\$ 42,669.50
Care Fusion	8/15/12	1200	\$ 356,308.64	\$ -	\$ 372,636.58	\$ 235,590.16	\$ 137,046.42
Sharp	8/16/12	460	\$ 49,110.54	\$ -	\$ 53,515.42	\$ 32,850.67	\$ 20,664.75
US Foods - Dinner	8/23/12	105	\$ 22,854.00	\$ -	\$ 23,791.46	\$ 8,605.91	\$ 15,185.55
UCSD	8/25/12	1100	\$ 96,326.87	\$ -	\$ 102,301.38	\$ 47,410.49	\$ 54,890.89
August Totals			\$ 831,393.33	\$ 10,250.00	\$ 861,793.87	\$ 481,871.28	\$ 386,650.64
AAOMS	9/13/2012	850	\$ 134,301.13	\$ -	\$ 142,220.03	\$ 69,420.53	\$ 72,799.50
SD Sheriff's Gala	9/20/2012	200	\$ 26,542.13	\$ -	\$ 28,152.66	\$ 14,483.45	\$ 13,669.21
Atlanta Falcons	9/22/2012		\$ 5,500.00	\$ -	\$ 5,500.00	\$ 4,041.63	\$ 1,458.37
September Totals			\$ 166,343.26	\$ -	\$ 175,872.69	\$ 87,945.61	\$ 87,927.08

Nevada Justice Assoc.	10/11/2012	200	\$	29,716.91	\$	-	\$	31,319.32	\$	16,586.91	\$	14,732.41
Porter Robinson Zedd Concert	10/11/2012	1933	\$	44,627.52	\$	-	\$	47,815.91	\$	8,855.07	\$	38,960.84
McKenna Long Aldridge Cocktail	10/18/2012	100	\$	19,903.72	\$	-	\$	21,007.88	\$	9,868.06	\$	11,139.82
Trigild Luncheon	10/18/2012	385	\$	47,691.04	\$	-	\$	51,117.82	\$	26,944.08	\$	24,173.74
ASRM Reception	10/21/2012	1800	\$	207,933.15	\$	-	\$	218,873.49	\$	134,128.48	\$	84,745.01
Teck	10/25/2012	70	\$	80,002.40	\$	-	\$	81,033.67	\$	23,168.79	\$	57,864.88
Afrojack	10/27/2012	2000	\$	54,965.71	\$	-	\$	63,669.40	\$	17,085.58	\$	46,583.82
October Totals			\$	484,840.45	\$	-	\$	514,837.49	\$	236,636.97	\$	278,200.52

Year to Date Totals	\$	5,180,659.61	\$	42,521.38	\$	5,939,131.53	\$	3,412,045.53	\$	2,533,769.05
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Fixed Costs for Event Sales & Marketing (Department 4003)												
October 2011										\$	(195,915.00)	
November										\$	(40,114.00)	
December										\$	(37,356.74)	
January										\$	(75,002.00)	
February										\$	(41,010.00)	
March										\$	(50,629.07)	
April										\$	(43,034.52)	
May										\$	(41,834.51)	
June										\$	(55,893.82)	
July										\$	(41,547.75)	
August										\$	(45,693.20)	
September										\$	(53,535.07)	
October 2012										\$	(185,133.83)	
Year to Date Fixed Costs										\$	(906,699.51)	

Amount Due to City												
October 2011 - Feb 2012(70%)										\$	226,514.25	
March 2012 - October 2012 (30%)	(Paid 11/30/12)									\$	391,043.33	
Year to Date City Payments										\$	617,557.57	
October 2011 - Feb 2012(70%)										\$	226,514.25	
March - October (30%)										\$	912,434.43	
Year to Date Net Revenue to Padres										\$	1,138,948.68	