

# Denton Day of the Dead Festival

## Statement of Activity

February 1, 2025-January 31, 2026

	TOTAL
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Revenue	
CIRQUE SALES	
Cirque Merch	3,685.65
Cirque Tickets	42,432.04
<b>Total for CIRQUE SALES</b>	<b>\$46,117.69</b>
COFFIN RACE SALES	
Coffin Race Entry Fees	10,500.00
Finish Line	5,000.00
Pit Row Sponsor	5,000.00
Race Announcer Stand	7,500.00
Starting Line	5,000.00
<b>Total for COFFIN RACE SALES</b>	<b>\$33,000.00</b>
COMMUNITY STAGE SALES	5,000.00
COSTUME CONTEST SALES	260.00
FESTIVAL SALES	
Beer Sales	15,000.00
Festival Sponsorship	\$200.00
Catrina 1000	16,500.00
Donations	99.00
Harvest Moon 450	3,700.00
Monarch 650	1,950.00
Ringleader 2500	27,000.00
The Racer 150	1,350.00
Title Sponsor	20,000.00
<b>Total for Festival Sponsorship</b>	<b>\$70,799.00</b>
Footprint Businesses Sponsor	7,200.00
<b>Total for FESTIVAL SALES</b>	<b>\$92,999.00</b>
GRANTS and GOVERNMENT FUNDING	
City of Denton	27,500.00
Grants Other	54,400.00
Hot Funds	65,100.00
<b>Total for GRANTS and GOVERNMENT FUNDING</b>	<b>\$147,000.00</b>
MAIN STAGE SALES	10,000.00
PINEBOX DERBY SALES	3,280.00
VENDOR SALES	15,775.00
<b>Total for Revenue</b>	<b>\$353,431.69</b>
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<b>Gross Profit</b>	<b>\$353,431.69</b>
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Expenditures	
ADMIN FESTIVAL	
31 Days of Halloween	16,239.54
Accounting	3,093.04
Bank Charges	9.34
Barricades	3,000.00
Bike Rack	4,751.25

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Charity	20,500.00
City Services Exceeds of Grant	1,405.08
Credit Card Fees	1,907.99
Electricity	16,472.86
Ice	722.50
Insurance	20,048.66
Mapping Software	539.55
MARKETING	
Printing and Production	18,095.98
Promotional	435.99
Website	889.78
<b>Total for MARKETING</b>	<b>\$19,421.75</b>
Meetings / Meals	127.57
Operations and Equipment	2,031.10
Other Types of Expenses	0.00
Permits	831.00
Portalets	6,172.43
Rent	296.00
Security	2,899.00
Sponsorship Banners	3,689.28
Stage Rentals	6,946.00
Storage	3,885.30
Tent Rental	10,497.96
Trash	2,008.75
<b>Total for ADMIN FESTIVAL</b>	<b>\$147,495.95</b>
CIRQUE	
Cirque Lights	10,535.74
Cirque Media Production	5,000.00
Cirque Other	1,009.61
Cirque Props	3,730.76
Cirque Security	4,057.25
Cirque Sound	4,550.00
Cirque Talent	32,050.00
Cirque Tents, Stage, Chairs	8,803.53
<b>Total for CIRQUE</b>	<b>\$69,736.89</b>
COFFIN RACE	\$3,273.15
Streaming	3,175.00
<b>Total for COFFIN RACE</b>	<b>\$6,448.15</b>
COMMUNITY STAGE	5,922.00
COSTUME CONTEST	647.77
MAIN STAGE	
Main Stage Sound	1,800.00
Main Stage Talent	12,100.00
<b>Total for MAIN STAGE</b>	<b>\$13,900.00</b>
PARADE	1,561.87

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Payroll Expenses	
Taxes	3,779.09
Wages	49,400.04
<b>Total for Payroll Expenses</b>	<b>\$53,179.13</b>
PINEBOX DERBY	359.06
PUMPKIN PATCH	5,393.33
VOLUNTEER	1,532.42
<b>Total for Expenditures</b>	<b>\$306,176.57</b>
<b>Net Operating Revenue</b>	<b>\$47,255.12</b>
Other Expenditures	
Depreciation Expense	9,167.00
<b>Total for Other Expenditures</b>	<b>\$9,167.00</b>
<b>Net Other Revenue</b>	<b>-\$9,167.00</b>
<b>Net Revenue</b>	<b>\$38,088.12</b>