

Peralta Four-Campus Event Series

Informal Board Discussion Note / Preliminary Proposal

Status: Preliminary planning model

Purpose: Evaluate the feasibility and economics of producing four large-scale events across the Peralta Community College District.

Planning conclusion: With full attendance and strong execution, the four-event series could reasonably target approximately **\$35,000–\$40,000 in net operating profit**, with upside toward **\$45,000–\$50,000+** under excellent sponsorship and cost-control performance.

1. Executive Summary

The proposed concept is a four-event production series, with one major event hosted at each Peralta campus: Laney College, College of Alameda, Merritt College, and Berkeley City College.

The objective is to maximize approved attendance, maintain an affordable entry price, generate meaningful operating profit, create sponsorship and vendor revenue, offer VIP monetization, and build one recognizable event brand across four campuses.

2. Proposed Event Scale

Campus	Planning Attendance	Role
Laney College	1,500	Flagship event
College of Alameda	1,000	Festival/event experience
Merritt College	700	Premium/summit experience
Berkeley City College	350	Boutique/high-production event
TOTAL	3,550	Four-event series

Planning targets only. Final sellable capacity must be confirmed by Peralta for the specific event configuration and applicable safety/occupancy requirements.

3. Proposed Ticket Strategy

Tier	Price	Approx. Inventory
Founders Presale	\$8.00	20%
Advance	\$10.00	25%
General Admission	\$12.50	35%
Door	\$15.00	10%
VIP	\$40.00	10%

Presale inventory: Laney 300; College of Alameda 200; Merritt 140; Berkeley City College 70; total 710 presale tickets and \$5,680 in presale revenue.

4. VIP Strategy

VIP should be positioned as an experience upgrade rather than simply better seating.

Potential \$40 VIP benefits: separate check-in, priority entry, premium stage viewing, VIP lounge, complimentary non-alcoholic refreshments, limited-edition merchandise, professional photo opportunity, early access, VIP networking, and artist/speaker interaction where appropriate.

VIP variable cost should be tightly controlled, with a target of approximately \$10–\$12 per VIP attendee. A limited \$75 All-Access tier could also be introduced at larger events.

5. Preliminary Production Budgets

Campus	Preliminary Gross Event Cost
Laney College	\$30,000
College of Alameda	\$18,000
Merritt College	\$14,000
Berkeley City College	\$8,500
TOTAL	\$70,500

These are preliminary professional-production planning budgets, not final venue quotes.

6. Base-Case Financial Model

	Laney	CoA	Merritt	BCC	Total
Ticket Revenue	\$20,963	\$13,975	\$9,783	\$4,891	\$49,611
Sponsorship	\$15,500	\$7,000	\$6,000	\$5,000	\$33,500
Vendors	\$3,750	\$2,500	\$1,500	\$1,000	\$8,750
TOTAL REVENUE	\$40,213	\$23,475	\$17,283	\$10,891	\$74,861
Event Costs	\$30,000	\$18,000	\$14,000	\$8,500	\$70,500
OPERATING PROFIT	\$10,213	\$5,475	\$3,283	\$2,391	\$21,361

Base-case projected operating profit: **approximately \$21,400**. This is a conservative planning case rather than a maximum potential.

7. Sponsorship as a Cost Offset

Sponsorship	% of \$70,500 Production Cost Offset
\$20,000	28%
\$30,000	43%
\$40,000	57%
\$50,000	71%

A strong sponsorship program can therefore finance a substantial portion of the series before ticket revenue is considered.

8. Strong-Execution Profit Range

Execution Level	Estimated 4-Event Net Operating Profit
-----------------	--

Conservative	~\$21,000
Strong execution	~\$35,000–\$40,000
Excellent execution	~\$45,000–\$50,000+

Recommended board planning target: approximately \$40,000 net operating profit
for a sold-out four-campus series executed efficiently.

9. Strategic Event Positioning

Laney — THE FLAGSHIP — Largest production, headline entertainment, major stage, VIP lounge, sponsors and vendors.

College of Alameda — THE FESTIVAL — Outdoor activation, music/DJ programming, food, vendors, community participation and festival atmosphere.

Merritt — THE SUMMIT — Keynotes, panels, networking, cultural programming, premium VIP reception and performances.

Berkeley City College — THE SALON — Smaller but highly polished event focused on speakers, creators, culture, networking and performance.

10. Strategic Advantages

- One brand can sell all four events.
- Sponsors can purchase a multi-campus package.
- Production assets can potentially be reused.
- Marketing creative can be repurposed across events.
- Lessons from the first event improve the next three.
- Vendor relationships can be carried across campuses.
- The four-campus footprint creates a larger sponsorship proposition.
- The \$8 presale creates an accessible entry point while VIP creates margin.

11. Recommended Board Decision

Authorize a venue-validation and sponsorship-development phase before full production commitment.

- Confirm exact approved capacities.
- Obtain actual facility rental and district cost quotes.
- Confirm security, insurance, A/V, staffing, parking and logistics requirements.
- Confirm outdoor-space and vendor policies.
- Develop sponsorship inventory and multi-campus packages.
- Secure minimum sponsorship commitments before committing the full production budget.

12. Bottom Line

The proposed four-campus series has the potential to become a profitable, repeatable event platform rather than a collection of individual campus events.

3,550 planning attendees • \$8 Founders Presale • \$40 VIP • ~\$70,500 production budget • ~\$75K+ base modeled revenue • ~\$21K conservative operating profit • ~\$40K target profit with strong execution • \$45K–\$50K+ upside

Primary strategic lever: sponsorships and other non-ticket revenue should offset production costs while ticket revenue protects the operating margin.