

SHOW ANALYSIS

DATE OF SHOW: 5/15/07 VENUE: CATWALK CLUB # OF DAYS TO PROMOTE: 36

GOALS FOR THIS SHOW:

- + MAKE A LOT OF NEW FANS!!!
 - Get at least 70% of the potential fans to join our mailing list
 - Sell 12+ CDs to potential fans
- + Bring out @ least 40 of our fans, so other bands' fans will see we've got a following
- + Sell FIVE shirts to existing fans
- + Have a TON OF FUN!!!

PROMOTION DONE FOR THIS SHOW:

DESCRIPTION	WHERE?	# GIVEN	TIME SPENT	\$ COST	MEMBER(S) WHO DID IT
Sent MYSPACE Bulletin	From Home	2,357	15 mins.	\$0.00	Mike & Alex
Gave out Audio Fliers (talked w/ each person for 3+ mins.)	Hillcrest Shopping Mall	32	45 mins	\$7.68	Alex, Pam, & Jim
Sent E-Newsletter	From Home	855	20 mins.	\$0.00	Mike
Gave out Audio Fliers (talked w/ each person for 1+ mins.)	Duffy's Bar	18	30 mins	\$4.32	Alex

AT THE SHOW STATS:

TOTAL ATTENDANCE: <u>212</u>	OUR BAND'S DRAW: <u>47</u>	TOTAL POTENTIAL NEW FANS: <u>165</u>
MAILING LIST CARDS FILLED OUT (NEW FANS GAINED): <u>103</u>		
# CDs SOLD: <u>16</u>		\$ MADE ON MERCH: <u>\$235</u>
# SHIRTS SOLD: <u>5</u>		\$ PAYMENT FOR SHOW: <u>\$71</u>

POST SHOW ANALYSIS:

- + Made a Good amount of NEW Fans!
 - We got 62% of the potential new fans on our list...
 - We sold 4 more CDs than our goal!!!
- + We drew 7 more fans than our goal!!!
- + We met our Goal for T-Shirt Sales Exactly ☺
- + We had a BLAST on stage... Ridiculous ENERGY!!!

Grade For This Show:

A-