

Winter Wonderland Company.

Press / advertising agency.

Budget £1000



Radio advertising 2 adverts per day.
Cost: £150 a day



Leaflet drop.
Cost: £50.00 for 250 leaflets.
Delivery: £10.00 for every 100 leaflets.

Internet Advert
Per day
Yahoo: £150
MSN: £250
Google: £350



Without the right advertising and coverage your Winter Wonderland will not attract customers.



Aeroplane Banner .
£250 for 15 minutes of flying

Newspaper Advert.
Local advert small: £100
Local advert large: £250
National newspaper: £500



TV advertising.
For 5 adverts slots
Naff TV: £400
ITV 2: £500
ITV: £800
Sky: £1000



Billboard on dual carriageway.
£350 a week

Winter Wonderland Company.

Budget £3000

Security Company.

Without the right security, there could be thefts or damage to the Winter Wonderland which could cost money.



Guard dog patrol.
£50.00 a night per dog



Entrance Security
£20.00 a day per guard



Security Guards
£30.00 a day per guard



Basic security camera
Cost: £25.00 a camera
Range: 45 degrees turning angle.
30 metre range.



Helicopter Surveillance
3 hours per day
£1500 a week



Mid range security camera
Cost: £40.00 a camera
Range: 90 degrees turning angle.
40 metre range.



Deluxe security camera
Cost: £100.00 a camera
Range: 360 degrees turning angle.
75 metre range.

Where are you going to place your cameras?



Top range security camera
Cost: £75.00 a camera
Range: 180 degrees turning angle.
50 metre range.

Winter Wonderland Company.

Budget £5000

Entertainment and Facilities Management.

Think about all aspects of the Wonderland, not just entertainment but amenities that people may need for comfort.



Ice Skating Rink.
£2500



Candy Floss and Popcorn
Stall
£150 a day



Live Band
£100 a day



Hot Dog Stall
£200 a day

Santas Grotto.
£1000



Snow Cannon
£250 a day



Winter Wonderland Company.

Entertainment and Facilities Management.

Budget £5000



Portaloos
£50 each
£10 a day to empty



Rubbish Bin
£30.00 each



Wurlitzer
£650



Flying Chair Ride.
£1500

Think about all aspects of the Wonderland, not just entertainment but amenities that people may need for comfort.

Ferris Wheel
£1300



Xmas Shop
£650

Winter Wonderland Company.

Budget £500 a day

Staff Employment.



Park Mechanic
£30.00 a day



Xmas Mascots
\$25.00 a day

Think about staff and the different jobs that will need to be done. Each price is for one person—How many will you need for the smooth running of the Wonderland.



Father Christmas
£150 a day



Cleaner—bins
and grounds
£20.00 a day



Entertainer
£35.00 a day



Cleaner—toilets
£25.00 a day



Entrance Staff (Greet and take entrance fees)
£20.00 a day

Stall Assistant
£20.00 a day

