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

Budget £3000



Guard dog patrol. £50.00 a night per dog

Security Company.



Entrance Security £20.00 a day per guard Without the right security, there could be thefts or damage to the Winter Wonderland which could cost money.



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.





Top range security camera

Cost: £75.00 a camera

Range: 180 degrees turning angle.

50 metre range.



Deluxe security camera

Cost: £100.00 a camera

Range: 360 degrees turning angle.

75 metre range.

Budget £5000

Entertainment and Facilities Management.



Ice Skating Rink. £2500



Candy Floss and Popcorn Stall

£150 a day



Live Band £100 a day



Hot Dog Stall £200 a day Think about all aspects of the Wonderland, not just entertainment but amenities that people may need for comfort.

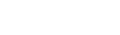




Snow Cannon £250 a day



Budget £5000





Portaloo £50 each £10 a day to empty



Wurlitzer £650 Entertainment and Facilities Management.



Rubbish Bin £30.00 each



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



Budget £500 a day





Park Mechanic £30.00 a day



Xmas Mascots \$25.00 a day



Father Christmas £150 a day



Entertainer £35.00 a day

Cleaner—toilets

£25.00 a day



Entrance Staff (Greet and take entrance fees)

£20.00 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.





Stall Assistant £20.00 a day

