

Budgeting for event goodies

The organizing team decided to put 4 types of goodies on sale: caps, mugs, USB keys and key rings.

Taking into account that there are 47,000 students at the University of Manchester, and considering that not all students will participate and that the event won't be able to accommodate that many people, we decided to order 6k of each Merch Item.

Mugs: We decided to go for a classic mug with a capacity of 35cl. The mug will feature the event logo. The quote for 6000 personalized mugs is £1.09 (€1.28) each. This gives us a grand total of £6540 (€7547.43). Considering that the top three winning teams will each win a mug. Considering that a team can be made up of 4-6 players we have a cash prize of £13.06 (€15.07) to £19.92 (€22.72). In order to make a profit, the cups will be sold for £6 (~€7) each. If the total is sold, we could raise £36,000 (€41545.49), creating a profit of almost £29,500 (€34044.22).

Caps: We decided on a one-size-fits-all model of machine-embroidered caps. The cap will be embroidered with the event logo. The quote for 6000 personalized caps is £5.99 (€6.91) each. This gives us a grand total of £35940 (€41476.25). Taking into account that the top three winning teams will each win a cap. Considering that a team can be made up of 4-6 players we have a cashprize of £71.88 (€82.55) to £107.82 (€125). In order to make a profit, the caps will be sold for £15 (~18€) each. If the total is sold out, we could raise £108,000 (€124636.48), creating a profit of almost £72060 (€83160.25).

USB's: We've decided to go for a classic 16GB USB flash drive. The key will be flocked with the event logo and title. The quote for 6,000 personalized USB flash drives (2,000 of each color) is £2.06 (€2.38) each. This gives us a grand total of £12360 (€14263.95). Taking into account that the top three winning teams will each win a USB flash drive. Considering that a team can be made up of 4-6 players we have a cashprize of £24.72 (€28.53) to £37.08 (€42.80). In order to make a profit, the USB flash drives will be sold for £9 (~€10) each. If the total is sold, we could raise £54,000 (€62318.24), creating a profit of almost £41640 (€48054,29).

Keychains: We decided to go for a classic "Pelcu" leather key ring. The key will be engraved with the event logo. The quote for 6000 key rings (2000 of each color) is £0.52 (€0.60) each. This gives us a grand total of 3120£ (3600,61€). Given that each player is offered a key ring, and that there are around 100 players, we have a cashprize of £52 (€60). In order to make a profit, the keyrings will be sold for £2 (~2.50€) each. If the total is sold, we could raise £11800 (€13617.69), creating a profit of almost £8680 (€10017.08).

Total: In total we have spent £57960 (€66888.24) on goodies, taking into account the £216.80 (€250.20) cash prize (top prizes) with a possible total profit of £151880 (€175275.82).