

2017 SwimJitsu Cost Summary

Deposit (required within three weeks of signed contract) - \$2,500

- The deposit ensures that we can cover the cost of shipping and staff travel even if the event falls through. The deposit money is taken into account for final revenue reconciliation.
- The deposit is the only up-front money needed for the event. The Partnership costs below are not owed ahead of the event – they are simply taken into account in post-event reconciliation.

Revenue Examples – SwimJitsu

Partnership Cost to run a SwimJitsu event - \$12,500

- All revenue that exceeds \$12,500 will be retained by the club
- Any revenue shortfalls will be owed to USA Swimming by the club

A "Sellout" (most we can accommodate on the course) is 480 per day (4 waves of 120 people)

Charging \$30/participant

Breakeven point = 417 participants

Sellout = \$2,490 profit to the club (minus online registration and credit cards fees)

Charging \$35/participant

Breakeven point = 357 participants

Sellout = \$4,370 profit to the club (minus online registration and credit card fees)

Revenue Examples – SwimJitsu Lite

Partnership Cos to run a SwimJitsu Lite event - \$6,000

- All revenue that exceeds \$6,000 will be retained by the club
- Any revenue shortfalls will be owed to USA Swimming by the club

A sellout is still 480 participants

Charging \$20/participant

Breakeven point = 300 participants

Sellout = \$3,600 profit to the club (minus online registration and credit card fees)

Charging \$25/ participant

Breakeven point = 240 participants

Sellout = \$6,000 profit to the club (minus online registration and credit card fees)

