BARNESTORMER'S COTG/LOW BUSINESS MODEL SYSTEM FOR SMALL INDEPENDENT PROMOTIONS

Taking bits and pieces from Graymar and Brian Cahill's version of Graymar's CotG Business Model, I developed my own business model system for use with small independent wrestling promotions. (Graymar's COTG Business Model system is good for GWF cards because the GWF is comparable to the WWE in terms of fan base, but when you're running a small indy promotion, the fan base generated by the Wrestler "Draw" and the subsequent talent pay get into ridiculous numbers to accurately represent the indy promo. (No offense, Graymar). Let's be brutally honest, wrestlers in indy promotions barely make enough money per show to put gas in their car. Indy shows almost never sell out, no matter how many fans attend your show. So how does my system work? Simple:

Using Jim Steinhoff's Stroke system, we're going to determine how many fans come to the show. First, determine how many matches you're going to have on this card. I'm going to use 7 matches in my example. Now, after you've determined how many matches you're going to have and who's going to take on who in each match, add the Current Stroke Values for each wrestler or team on the card and divide that total by the number of wrestlers or teams on the card (In this case, 14 participants).

Example: HWA Show at the HWA Arena on Diemos; October 4, 2124 (Seating Capacity: 100)

MATCH ORDER	TYPE OF MATCH	WRESTLER/TEAM	CURRENT STROKE VALUE	vs. WRESTLER/TEAM	CURRENT STROKE VALUE
MAIN EVENT	HWA Tag Team Title Match	WALL STREET (Champions)	17	Road-Rayge	20
1	Singles Match	Gangurru	17	King Kobra	16
2	HWA Heavyweight Title Match	Warren Peace	17	187 (Champion)	15
3	Tag Team Match	TNT Boyz	17	Killer Whales	15
4	HWA Ladies Title Match	Ambrosia	17	JUSTINE NUFF (Champion)	15
5	Singles Match	Bootylicious Bertha	14	Tuffy Nuff	15
6	Singles Match	Slap Stick	12	211	13
				Total Current Stroke Value	220
				TOTAL DRAW	16

In the example above, the total fan attendance actually came to 15.714285, but it fractions get rounded to the nearest number. Now that we've determine the Draw based on the average, determine the ticket price. For the example above, I'm going to charge $10.00. So the total gate for this card will be $160.00. The Arena Rental Expense is $100 based on Graymar's Business Model System--Pay Per Appearance Structure Version, (Of course he suggests a ticket price of $3.00 in this version, but due to inflation, I've increased the ticket price to what most indy promotions are charging now. At the bottom of this page, I've included a modified Arena Price List.), so even though the gate is $160.00 with half of that going to the wrestlers as their pay, we're still in the red by $20.00. So we need to look into Concessions and Merchandising.

First we need a system to determine how many of those 16 fans buy concessions and/or merchandise. For this, I've used an old Ticket Sales Percentage chart I created a few years ago, but rarely used because it didn't exactly serve my purpose after discovering the COTG Business Model System, so I've adapted it for this purpose. How does it work?

First, both dice and look at the chart below to determine what base percentage of concessions and/or merchandise were sold at your show

DIE 1	DIE 2	PERCENTAGE OF TICKET SALES
1	1	0%
1	2	5%
1	3	10%
1	4	15%
1	5	20%
1	6	25%
2	2	30%
2	3	35%
2	4	40%
2	5	45%
2	6	50%
3	3	55%
3	4	60%
3	5	65%
3	6	70%
4	4	75%
4	5	80%
4	6	85%
5	5	90%
5	6	95%

6	6	***100%--SOLD OUT!!***

Now that the base percentage has been determined, roll both dice again and refer to the chart below to determine how many more percentage points, if any, to add to the base percentage. (If you sell out of a concession or merchandise item, do *NOT* roll on this chart.)

2-4	No Changes to Ticket Sales
5-6	Add 1% to Ticket Sales
7	Add 2% to Ticket Sales
8-9	Add 3% to Ticket Sales
10-12	Add 4% to Ticket Sales

Next, determine what concession items will be sold. For our example, we'll sell boxes of popcorn for $1.50, hot dogs for $1.00, per dog and soda pop for $1.00 a cup.

CONCESSION ITEM	COST PER UNIT	SELLING PRICE	DIE 1	DIE 2	BASE PERCENTAGE	SECOND ROLL	PERCENTAGE ADDED TO BASE PERCENTAGE	TOTAL PERCENTAGE	TOTAL UNITS SOLD	TOTAL UNIT SALES	PROFIT/LOSS
Popcorn	$0.75	$1.50	2	5	45%	9	2%	47%	8 (7.52 rounded up)	$12.00	$6.00
Hot Dogs	$0.50	$1.00	2	4	40%	7	2%	42%	7 (6.72 rounded up)	$7.00	$3.50
Soda Pop	$0.50	$1.00	1	5	20%	10	4%	24%	4 (3.84, rounded up)	$4.00	$2.00
									TOTAL CONCESSIONS	$23.00	$11.50
									PROFIT/LOSS ADJUSTMENT	- $0.50 (We'll give the 50 cents to the wrestlers)	$11.00

So with the adjustment to the PROFIT/LOSS column, the HWA will pay $11.00 to the Arena Rental Expense and the other $12.00 will be divided among the 14 participants on the card. We're still in the red $9.00. So let's look at selling some merchandise.

Just like Graymar's COTG Business Model System, every product sold must have a theme. You cannot say that your just going to sell Wall Street shirts. In this example, let's sell "WALL STREET--RULING THE RING AND THE FINANCIAL DISTRICT" shirts, "187--JUST ANOTHER HOMICIDE VICTIM" shirts, and "AMBROSIA--FROM LOST SOUL TO FAMILY WOMAN" DVDs, all for $10.00 apiece. Just like the concessions, we'll use the Concession/Merchandise chart above to determine how many units, if any, are sold during the show.

MERCHANDISE ITEM	COST PER UNIT	SELLING PRICE	DIE 1	DIE 2	BASE PERCENTAGE	SECOND ROLL	PERCENTAGE ADDED TO BASE PERCENTAGE	TOTAL PERCENTAGE	TOTAL UNITS SOLD	TOTAL UNIT SALES	PROFIT/LOSS
Wall Street shirts ("Ruling the Ring and the Financial District")	$5.00	$1.50	5	6	95%	9	3%	98%	16 (15.68, rounded up; OK, technically, we sold out of the shirts)	$160.00	$80.00
187 ("Just Another HOMICIDE Victim")	$5.00	$10.00	1	6	25%	9	3%	28%	4 (4.48, rounded down)	$40.00	$20.00
Ambrosia DVD ("From Lost Soul to Family Woman")	$5.00	$5.00	4	5	80%	5	1%	81%	13 (12.96 rounded up)	$130.00	$65.00
									TOTAL CONCESSIONS	$330.00	$165.00
									PROFIT/LOSS ADJUSTMENT	- $0.50 (We'll give the 50 cents to the wrestlers)	$82.00

So here, the wrestlers mentioned above will take their share of the $83.00 they earned for their respective merchandise (Wall Street getting $40.00, 187 getting $10.00, and Ambrosia getting $33.00), while the HWA puts $9.00 toward their Arena Rental Expense, putting us in the black by $73.00.

Indy promotions also sell shirts with their logo (and sometimes their slogan) on them for $10.00, so let's add that to our merchandise calculations:

MERCHANDISE ITEM	COST PER UNIT	SELLING PRICE	DIE 1	DIE 2	BASE PERCENTAGE	SECOND ROLL	PERCENTAGE ADDED TO BASE PERCENTAGE	TOTAL PERCENTAGE	TOTAL UNITS SOLD	TOTAL UNIT SALES	PROFIT/LOSS
HWA Logo shirts	$5.00	$10.00	2	3	35%	8	3%	38%	6 (6.08, rounded down)	$60.00	$30.00

In this case, the participants on the card divide up $15.00, while the other $15.00 is our profit bringing our total profit for the night to **$88**. Not bad for the night.

If, after calculations, the number of items sold for any concession or merchandise item is 0, that item is discontinued.

And unlike Graymar's Business Model Sytem--Pay Per Appearance Version, in which the modifier of an item placed on or off the market only takes place at he beginning of the month and added after every fight card during the month, the sales percentages are re-rolled before every show. (This factors in "market fluctuations" during any given month. On some shows, you may sell more of one talent's T-shirts than another talent's DVDs; or you may sell more soda than hot dogs or boxes of popcorn. Maybe the fans won't buy as many logo T-shirts as they did at the last show. Re-calculating sales percentages on every card reflects that.)

ARENA RENTAL CHART

ARENA SIZE	Cost per Seat	TICKET PRICE
0-100	$1.00	$10.00
101-200	$2.00	$10.00
201-300	$4.00	$15.00
301-400	$6.00	$15.00
401-500	$8.00	$20.00
501-1000	$10.00	$25.00

(This indy business model system is still in development, and any suggestions will be greatly appreciated.)