

2022-23 PACKAGE SALES SUMMARY: 9 FOR \$90 SUBSCRIBERS

Package / Season	Qty	Pkg Price	Pkg Fee	Pkg Total	
Full Season 9 Show Discount - FY23	536	\$90.00	\$0.00	\$48,240.00	9 for \$90 Launch
TOTAL	536			\$48,240.00	

2023-24 PACKAGE SALES SUMMARY: 9 FOR \$90 SUBSCRIBERS

Package / Season	Qty	Pkg Price	Pkg Fee	Pkg Total	
Full Season 9 Show Discount - FY23	261	\$108.00	\$7.00	\$30,015.00	FY23 Renewals in PL4
Full Season 9 Show Discount - FY24	180	\$90.00	\$7.00	\$17,460.00	FY24 New Subscribers
Full Season P1 Discount	2	\$320.00	\$7.00	\$654.00	FY23 Upgrade to PL1
Full Season P2 Discount	7	\$240.00	\$7.00	\$1,729.00	FY23 Upgrade to PL2
Full Season P3 Discount	7	\$190.00	\$7.00	\$1,379.00	FY23 Upgrade to PL3
PL4- 9 for 90 Renewal Special	13	\$90.00	\$7.00	\$1,261.00	Promotion targeting those who did not resubscribe
TOTAL	470			\$52,498.00	

2024-25 PACKAGE SALES SUMMARY: 9 FOR \$90 SUBS

Package / Season	Qty	Pkg Price	Pkg Fee	Pkg Total	
Full Season 9 Show Discount - FY24	124	\$100.00	\$7.00	\$13,268.00	FY24 Renewals in PL4
Full Season P1 Discount	3	\$302.00	\$7.00	\$927.00	FY24 Upgrade to PL1
Full Season P2 Discount	2	\$224.00	\$7.00	\$462.00	FY24 Upgrade to PL2
Full Season P3 Discount	4	\$178.00	\$7.00	\$740.00	FY24 Upgrade to PL3
Full Season P4 - 8 for \$100 Special	7	\$100.00	\$7.00	\$749.00	Promotion after 1st concert targeting non subscriber
PL4- 9 for 90 Renewal Special	26	\$100.00	\$7.00	\$2,782.00	FY24 Season Launch Promotion re-target
PL1 Full Conversion from FY23	18	\$428.00	\$7.00	\$7,830.00	FY23 Upgrade to full paying subscriber PL1
PL2 Full Conversion from FY23	24	\$320.00	\$7.00	\$7,848.00	FY23 Upgrade to full paying subscriber PL2
PL3 Full Conversion from FY23	41	\$252.00	\$7.00	\$10,619.00	FY23 Upgrade to full paying subscriber PL3
PL4 Full Conversion from FY23	72	\$132.00	\$7.00	\$10,008.00	FY23 Upgrade to full paying subscriber PL4
TOTAL	321			\$55,233.00	
GRAND TOTAL				\$155,971.00	