

Burnal Equinox 2020 Event Wrap-up Report

Overview

The 5th annual Upstate NY Burnal Equinox: Infinite Realities, was held on Saturday, February 29, 2020, 8 pm - 4 am at The Avalon, 470 State St, Rochester, NY 14608.

Debi “Crackerjack” Mansour served as the producer of the event and worked with a team of department leads.

Proceeds will be used to maintain the non-profit entity, Not Your Mom, Inc. for the purpose of holding the annual Burnal Equinox Celebration. Any overage will be spent on art grants at future events.

Tickets

Ticket Prices were \$18+fees in advance or \$25 cash at the door.

128 advance tickets were sold for a total of \$2304. Door sales were 42 totaling \$1045 (one person was admitted for \$20). The combined total is \$3349.

Online ticket buyers were offered the option to donate an additional amount towards art grants (minimum of \$3 donation). Nineteen people chose to donate an additional amount totaling \$119.11. For the first time, the production team decided to grant complimentary admission to all production leads, registered artists, and registered DJs. Twenty-five people were eligible for complimentary admission.

Attendees/Admission

This was an 18+ event. All attendees were required to show ID at the door and those 21 or older were given different color wristbands to designate such.

Doors were open from 8:00 pm to Midnight.

Art and Workshops

This was our second year offering art grants. A total of \$700 was budgeted and after last minute cancelations, \$660 was given to artists. There was an abundance of body painting this year. Participants made the following things happen: “Ask a Burner” Education and Information Booth, Roller Skating Performance, Storytelling Performance, Interactive Community Painting, Live Painting, Blacklight Body Painting (you paint), Body Painting (get painted), Body Paint & Print Fortune Telling, Costume and Accessory Exchange, Augmented Reality Sandbox, DJ Sets, Live Music, and much, much, MORE.

Volunteerism

The following persons volunteered as Lead Organizers:

DEPARTMENT	WHO	Head of the department is also responsible for recruiting volunteers
Logistics	Crackerjack	Set up ticket purchase, secure location/permits/insurance, facilitate official BM status, overall event production
Art	Stacie	Recruit/coordinate artists to bring their work to the event, placement, onsite liaison
Door	Morganna	Develop door plan, Coordinate volunteers, Check tickets/ID/Sign waiver
Promo/ Communications	Crackerjack	FB/BM Site/Announce lists
Music	Railroad & Caboose	Recruit/coordinate DJs and other performances, secure equipment, assist with setup/teardown

Items of Note

The purpose of this event was to celebrate the Equinox and foster relationships within our regional Burner community, as well as raise money to keep this celebration a viable annual event going forward. We were thrilled that many participants traveled from as far as 4 hours away to attend.

Attendance was up from the prior year; 160 people attended in 2019, and 193 attended in 2020.

This was our second time at this venue. The venue made the event much easier to produce since pre- and post-cleaning of the space was handled by the venue. With that said, participants stayed behind to clean-up and adhere to the LNT principle. The venue owner was very impressed with our efforts.

140 drink tickets were purchased from the venue. Everyone on the Complimentary Admission list got at least one drink ticket (most got 2) and the first 100 tickets purchased also received a drink ticket.

The door swag was handmade and procured through a local artist.

Expenditures

ITEM	BUDGETED	ACTUAL	NOTES
Venue			
The Avalon	\$750.00	\$750.00	
140 prepaid drinks	\$560.00	\$560.00	
Art grants	\$700.00	\$660.00	
Door			
ID Bracelets/Swag	\$200.00	\$250.00	
Sorting File		\$9.99	
Volunteer Laminates	\$20.00	\$9.99	
Total	2,770.00	2,239.98	
Total Revenue		3,468.11	
Balance		1,228.13	