

Burnal Equinox 2023 Event Wrap-up Report

Overview

The 7th annual Western NY Burnal Equinox: A Dreamscape, was held on Saturday, April 1, 2023, 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. and to hold the annual Burnal Equinox Celebration. Any overage will be spent on art grants at future events.

Tickets

Ticket Prices were \$25 +fees in advance or \$35 cash at the door.

106 advance tickets were sold for a total of \$2650. Door sales were 28 totaling \$975 (one person was admitted for \$30). The combined total is \$3880.

Online ticket buyers were offered the option to donate an additional amount towards art grants (minimum of \$3 donation). Twenty-one people chose to donate an additional amount totaling \$255. The production team decided to grant complimentary admission to all production leads, registered artists, and registered DJs. Twenty-one 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 third year offering art grants. A total of \$1000 was budgeted and given to eight artists. There was a nice variety of art this year. Participants made the following things happen: Poetry Reading, Fine Art Glow display, 3D Black Rock City Online Interactive Drone Flyover, Body Painting, Fortune Telling, UV Reactive Dia de los Muertos Alter, UV Toga painting and Toga Party, Interactive Secret Temple, Costume and Accessory Exchange, DJ Sets, Live Music, and 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 purchases, secure location/permits/insurance, facilitate official BM status, overall event production
Art	Momma Noname	Recruit/coordinate artists to bring their work to the event, placement, onsite liaison
Door	Just Jen	Develop door plan, coordinate volunteers, Check tickets/ID/Sign waiver
Promo/ Communications	Crackerjack	FB/BM Site/Announce lists
Music	Dan Dangler	Recruit/coordinate DJs and other performances, secure equipment, assist with setup/teardown

Items of Note

The purpose of this event was to celebrate 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.

This was our fourth 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.

30 drink tickets were purchased from the venue. Everyone on the Complimentary Admission list and all the door volunteers got a drink ticket.

Expenditures

Burnal Equinox: Fools Only

Event Date: April 1, 2023

EVENT INCOME

Ticket Sales - prepaid (106)	2,650
Ticket Sales - door (28)	975
Donations	255

TOTAL EVENT INCOME \$ 3,880**EVENT EXPENSE**

Site Rent	1,000
Sanitation (Portapotty)	175
Ticketing Service Fees - Paypal	145
Ticketing Fee - Burner Tickets	106
Art & Effigy Grants	1,000
Swag	102
Décor items	187

TOTAL EXPENSES \$ 2,715**NET SURPLUS \$ 1,165**