Exercise 4

Complete the text. Use the words in the box.

a mbitious	atmosphere	budget	demand	disaster	promote
realistic	recover	sponsorship	venue		

If you're planning to organise your own festival, don't be too _____ . Keep things as simple as possible, especially if it's your first festival.

Firstly, think about the number of people you want to attend your festival. Be _____ and don't get carried away into thinking that the bigger the festival, the better it will be. However, at the same time, consider your _____ when calculating numbers. For example, 500 people standing in a field that would hold a crowd of several thousand would result in an empty field, a terrible _____ and a festival that's a _____ . Once you've decided upon numbers, make sure that you _____ the festival to create sufficient _____ for tickets.

Another key question is your _____ – how much money do you have to spend? Hopefully you'll _____ some or all of your money from ticket sales, but you'll need to spend a lot of money before you get anything back from advertising. So, one of your main priorities should be to get _____ from businesses and other organisations.

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