

**TABLE 4 - AN EXAMPLE OF THE BENEFITS OF FNL SPONSORSHIP AND THE ASSOCIATED LOSSES IN THE PROFITS OF THE FNL FOOD VENDORS**

	<b>Sponsorship of \$20000</b>	<b>Who Benefits</b>
Sponsorship Revenue	\$20,000	Cost to the sponsor
Value of Free Beer*	\$9,000	
Value of Food Discounts*	\$2,400	
Estimated Cost of Beer	\$900	
<b>Loss - Food Vendors' Profits</b>	<b>\$2,400</b>	Benefit to the sponsor's employees and their friends
<b>FNL's NET Sponsorship Revenue</b>	<b>\$19,100</b>	Benefit to FNL
*The values of Free Beer and discounted food are taken from FNL's website <a href="http://www.herndonrocks.com">www.herndonrocks.com</a>		
<b>Note:</b> Volunteers from the Optimists Club and other organizations receive coupons for free beer and discounted food at FNL events. The coupons result in significant loss in food vendors' profits.		