Production with commercial clarity.

Baseline model for the Leadership Exchange plus one youth experience. Adult cohorts and longer-term partnership delivery are scoped separately. All amounts are illustrative and require a quoted scope, collected revenue, and fulfilled sponsor obligations.

$200,000	$125,000	$75,000
Target gross revenue	All-in production budget	Surplus before taxes / reserves

Target revenue build

Source	Amount
1 presenting partner	$75,000
3 experience partners x $30k	$90,000
3 community partners x $10k	$30,000
50 paid seats x $100	$5,000
Total gross revenue	$200,000

Baseline cost allocation

Category	Allowance
Venue & hospitality	$25,000
Production, AV & crew	$30,000
Talent & travel	$15,000
Staff, security & insurance	$10,000
Content, marketing & follow-up	$10,000
Sales, admin & fulfillment	$10,000
Youth access & materials	$10,000
Contingency	$15,000
All-in total	$125,000

Three planning scenarios

Scenario	Revenue	Cost	Surplus / (shortfall)
Conservative	$100,000	$125,000	($25,000)
Target	$200,000	$125,000	$75,000
Stretch	$225,000	$140,000	$85,000

Define the producer waterfall

Collect eligible commercial revenue. Fulfill the agreed production and sponsorship scope. Settle expenses, applicable taxes, refunds, and reserves. Distribute the remaining eligible proceeds according to the producer agreement.

Boundaries of this model

Restricted grants and charitable funds are excluded. No producer base fee is included; add one explicitly if agreed. The producer split, overrun responsibility, and shortfall funding are undecided. Shared costs must be allocated once. The community package funds scoped delivery, not an unspecified scholarship promise.

The decisions that make it deliverable.

A working agenda for Marques Anderson and Malcolm Henderson to advance lasting public-private partnership opportunities. Proposed responsibilities remain discussion points.

A proposed division of responsibility

Lead	Proposed responsibility
Marques	Event thesis, institutional relationships, program design, and ecosystem alignment.
Malcolm	Brand, sports, entertainment, commercial partnerships, and relationship execution.
Joint decisions	Budget, creative direction, sponsors, ownership, content rights, producer split, and repeat-event rights.

Six decisions before commitments

	Decision	Evidence needed
01	Audience, date window & scope	A defined flagship audience, youth cohort, and first-edition deliverables.
02	Venue & fixed production	Written proposals, layout capacity, permissions, and supplier quotes.
03	Education & youth delivery	A delivery partner, supervision plan, transport, and participant pathway.
04	Sponsor demand & anchor	Validated package value, signed scope, and an agreed collection schedule.
05	Commercial terms	Ownership, compensation, expenses, approvals, and downside responsibility.
06	Cash coverage	Collected funds or agreed underwriting cover noncancelable commitments.

The next three moves

1. Convene the founding group and choose one shared opportunity. 2. Compare venue proposals and test the presenting package with likely sponsors. 3. Freeze the first-edition scope and commercial terms before committing production spend.

First 90 days, then continuing partnership

Checkpoint	Action	Owner to appoint
Day 1	Record agreed commitments and introductions.	Producer / relationship lead
Day 30	Convene partners and confirm each next action.	Named collaboration owner
Day 90	Review progress and agree the next phase.	Named collaboration owner
Beyond 90	Develop separately scoped pilots and programs.	Partner-appointed leads

Working notes

Use the Producer studio for live values, decisions, and notes. Choose Print current scenario to include them. This baseline PDF is a fixed reference.