

Sonicgate Assignment

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The salaries of the players are listed below in Table 1.

The revenue generated through home games for an entire season is listed below in Table 2.

Based on the data collected, the profit of the Canucks is $367,633,776 + -84,564,320 = 283,069,456$. Through an entire season, the Canucks will make a profit of around 283,069,456 Canadian dollars.

Factors that can affect the operating budget: parking, which can earn money at home games; merchandise, which also earns money by selling Canucks-related things (ex. Hats, mugs). Time is a negative factor that can affect the operating budget. Overtime, many players on the team will retire sooner or later, and new players will come in. However, it will take a lot of effort to build up loyalty between the fans and the new players. The team can gain fans, but losing fans has a higher possibility.

Table 1- Salaries of the players of Canucks.

Name	Salary(\$)
Henrik Sedin	7,000,000
Daniel Sedin	7,000,000
Loui Eriksson	8,000,000
Bo Horvat	6,500,000
Alexander Elder	6,000,000
Chris Tanev	5,000,000
Brandon Sutter	4,250,000

Jacob Markstrom	3,400,000
Michael Del Zotto	3,000,000
Ben Hutton	2,800,000
Anders Nilsson	3,000,000
Sven Baertschi	2,000,000
Troy Strecher	92,500
Markus Granlund	832,500
Jake Virtanen	187,720
Jussi Jokinen	800,000

Derrick Pouliot	800,000
Alex Biega	800,000
Brendan Gaunce	700,000
Brendan Leipsic	143,295
Nikolay Goldobin	832,500
Nic Dowd	426,390
Philip Holm	925,500
Reid Boucher	687,500
Darren Archibald	650,000
Aston Saunter	720,000
Erik Gudbranson	3,500,000
Sam Gagner	2,750,000
Brock Boeser	832,500
Derek Dorsett	2,500,000
Christopher Higgins	833,333
Roberto Luongo	800,000
Jannik Hansen	500,000
Thomas Vanek	1,559,127
Anton Rodin	11,289
Jonathan Dahlen	70,000
Olli Juolevi	70,000
Griffin Molino	70,000
Tyler Motte	70,000
Adam Gaudette	70,000
Zach MacEwen	70,000

Jonah Gadjovich	70,000
Yan Pavel Laplante	7,000
Jalen Chatfield	7,000
Guillaume Brisebois	7,000
Michael Carcone	55,000
Evan McEneny	70,000
MacKenze Stewart	67,500
Joseph Labate	95,000
Anton Cederholm	610,000
Cole Cassels	589,166
Michael Chaput	687,500
Patrick Wiercioch	650,000
Thatcher Demko	70,000
Jayson Megna	675,000
Richard Bachman	650,000
Jaime Sifers	0
Total	84,564,320

Table 2 – The revenue generated through home games for an entire season

Name	Price(average per seat)	Number of seats	Total (\$)
Upperbowl Seats	3,500	8370	29,295,000
Lowerbowl Seats and D-Zone	4,500	1600	7,200,000
Club Seats	9,000	2048	18,432,000
D-Zone Seats	9,500	192	1,824,000
Sportsnet/Skylounge	10,900	3040	33,136,000
Loge Ledge and Lodge Table	15,750	65	1,023,750
Theatre Box and Scotiabank	12,167	82	997,694
Executive Suites			
Total			91,908,444
Total per season			367,633,776