

Annual Accounts 2025

Jaarrekening 2025



Stichting Dutch Pony Events

Hoopstede 36

8447DJ Heerenveen

The Netherlands

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2025 in Statistics

Total Attendee Count: 579

Without Staff, Volunteers, Contributors & Vendors: 453

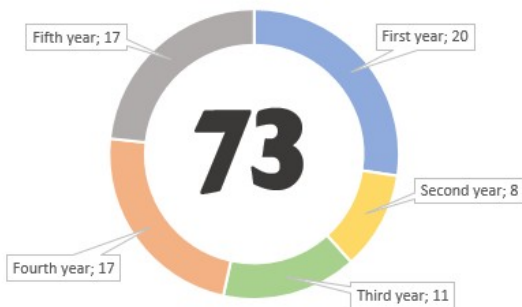
Volunteers

The PonyCon Holland team for 2025 counted 73 heads strong. That is 11 more than last year. This number includes Staff, Tech, Theater, Art and the Volunteers.

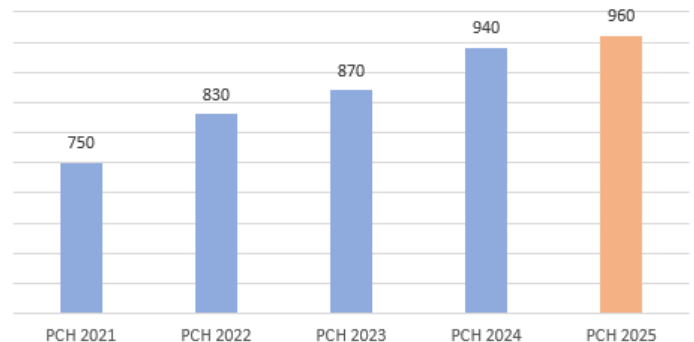
We worked 960 hours in total during the weekend (Friday to Monday). The regular Saturday-Sunday volunteer clocked in an average 10 hours of work.

But the convention was of course not the only time people worked on the event. Our staff team spend an average of 3 hours per week on the event, bringing us to a total of 1400 hours worked before the convention.

People involved with PonyCon Holland 2025



Total hours worked during PCH weekend



Art

This year the art team, counting 11 people strong, made 105 pieces for the convention. These art pieces go from full sized A3 posters, shirt designs, promotional art, the prestigious artbook and custom art for sponsors. This in total accounts for approximately 550 hours of creation from Artists.

Balance

31 December 2025

Assets (Activa)

Liquid Assets (Liquide Middelen)	€	9.103,95
Fixed Assets (Vaste Activa)	€	1.285,47
Claims (vorderingen)		
Accruals (overlopende activa)	€	1.096,44
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Activa Total	€	11.485,86

Liabilities (Passiva)

Equity (Eigen vermogen)	€	11.437,71
Debts and accrued liabilities (schulden en overlopende passiva)	€	48,15
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Passiva Total	€	11.485,86

Profit and Loss Statement 2025

Income

Ticket Sales

PonyCon Holland 2025	€	56.397,96
Friday Eve Dinner	€	1.824,79
Cancellation Fees	€	12,40
Activity Tickets	€	165,26

Vendors	€	2.619,95
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Merchandise Sales	€	4.128,39
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Signing Sessions	€	4.264,43
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Charity Auction	€	14.817,00
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Hotel Rooms	€	2.676,86
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Other

Donations	€	551,10
Interest	€	61,30

Total Income	€	87.519,44
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Expenses

Business Costs

Transaction Costs	€	1.102,22
Bank Costs	€	347,67
IT Costs	€	1.070,60
Administration & Accounting	€	273,25
Shipping	€	315,88
Storage Space Rental	€	186,66
Depreciation	€	225,49
Staff Team Expenses	€	387,11

PonyCon Holland 2025

Venue	€	26.126,39
Event Insurance	€	612,01
AV / Tech	€	3.053,53

Merchandise	€	10.607,51
Marketing	€	380,46
Friday Eve Dinner	€	2.510,13
Volunteers	€	1.338,16
Con-Ops	€	575,03
Decorations	€	712,33
Mobility	€	381,51

Activities	€	956,36
Play	€	925,33

Guests	€	11.275,71
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Payouts

Charity Auction	€	14.817,00
Signing Sessions	€	4.264,43

Other	€	964,04
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Total Expenses	€	83.408,81
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Result 2025 **€ 4110,63**

The result of 2025 will be put towards the equity/reserves of Stichting Dutch Pony Events. Larger reserves help ensure the continuity of the foundation and the event (PonyCon Holland) it organises. By increasing the reserves we increase the ability of the foundation to handle possible financial setbacks in the future. This also gives us the funds to do multi-year investments if necessary.