

Annual Report 2024

Jaarrekening 2024



Stichting Dutch Pony Events
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Note to the reader: numbers in this document are formatted as per the Dutch standard. This means that the decimal symbol is a comma (,) and the thousands separator is the dot (.). This is opposite to what most English speakers are used to.

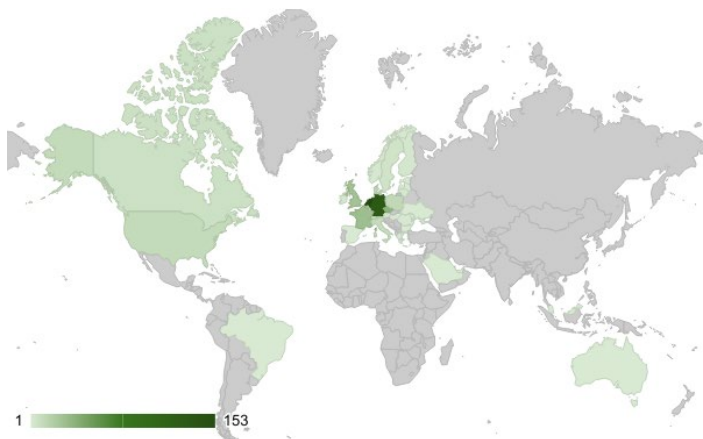
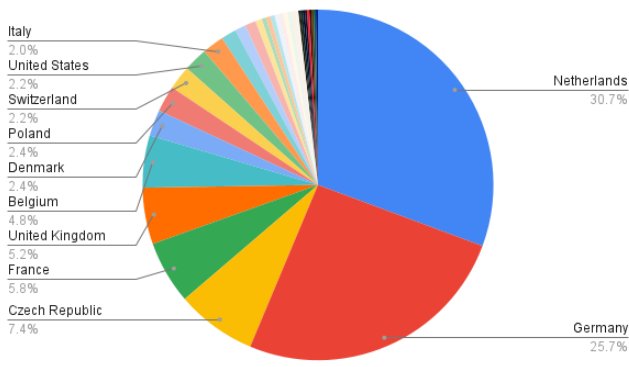
2024 in statistics

Total Attendee Count: 512

Without Staff, Volunteers, Contributors & Vendors: 437

PonyCon Holland 2024 – International Reach:

PCH Attendee Countries



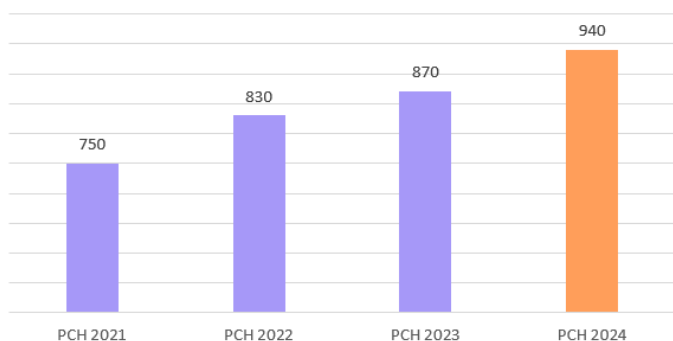
Volunteers

The PonyCon Holland team for 2024 counted 62 heads strong. That is 7 more than last year. This number includes Staff, Tech, Theater, Art and the Volunteers.

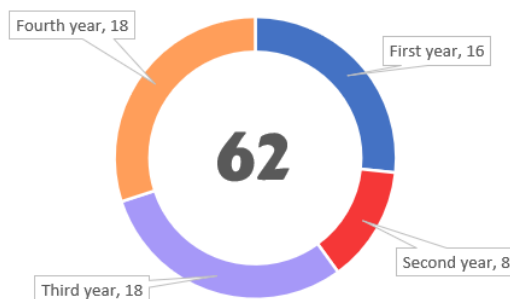
We worked 940 hours in total during the weekend (Friday to Monday). The regular Saturday-Sunday volunteer clocked in an average 11 hours of work.

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 1395 hours worked before the convention.

Total hours worked during PCH weekend



People involved with PonyCon Holland 2024



Art

This year the art team, counting 10 people strong, made 94 pieces for the convention. These art pieces go from full sized A3 posters, shirt designs, promotional art and custom art for sponsors. This in total accounts for approximately 500 hours of creation from artists.

Balance

31 December 2024

Assets (Activa)

Liquid Assets (Liquide Middelen)	€ 5.915,57
Fixed Assets (Vaste Activa)	€ 895,51
Claims (Vorderingen)	
Debtors	€ 129,00
Other	€ 370,18
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Total	€ 7.310,26

Liabilities (Passiva)

Equity (Eigen vermogen)	€ 7.284,87
Debts and accrued liabilities (schulden en overlopende passiva)	€ 25,39
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Total	€ 7.310,26

Profit & Loss Statement 2024

Income

Ticket Sales

PonyCon Holland 2024	€ 48.122,70
Friday Eve	€ 2.621,11
Spirit Tickets	€ 82,64
Activities	€ 90,90

Vendors € 2.574,26

Merchandise Sales € 2.763,02

Charity Auctions € 23.058,98

Signing Sessions € 4935,54

Other € 81,25

Total Income € 84.330,40

Expenses

Business Costs

Transaction Fees	€	1.088,03
Bank Account	€	323,50
Parcel Services	€	280,21
IT & Hosting	€	629,30
Accounting & Administration	€	209,00
Payment discrepancies	€	25,10

Assets

Depreciation	€	116,71
Purchases	€	967,84

PonyCon Holland 2024

Venue	€	23.991,44
Event Insurance	€	600,31
AV / Tech	€	2.109,64

Merchandise	€	9.034,35
Marketing	€	367,77
Friday Eve Dinner	€	2.892,69
Volunteers & Staff	€	1.161,61
Logistics	€	188,46

Activities	€	1.189,07
Play	€	762,50

Guests	€	10.102,49
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Payouts

Charity Auction	€	23.058,98
Signing Sessions	€	4.973,14

Total Expenses	€	84.072,14
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Result 2024	€	258,22
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