**Milestone 1 – On signature of the contract 2016 - £32,500**

* Initial marketing copy and image developed.
* Project Plan delivered.
* Timeline document created.
* Headline venue held.
* Agreed budget.
* Friday 17th & Sunday 19th headline artists confirmed.
* Tickets on sale (Sept 22nd).

**Milestone 2 – by Friday 28th October - £32,500**

* Agreed budget update.
* Full line-up of artists contracted.
* Marketing and comms plan developed with Hull 2017 marketing team.
* Image and copy for confirmed Tier 1 artists.
* Volunteer numbers confirmed.
* Selected artists announced (on date to be confirmed).
* Decision on inclusion of Touch Tour.
* Tickets for Saturday 18 February on sale.

**Milestone 3 – by Friday 9th December - £55,000**

* Agreed budget update.
* All artists contracted.
* Artist accommodation and travel booked.
* Initial tech and staffing scoped.
* Volunteer skills requirements confirmed.
* Remaining tickets for Mortimer Suite events on sale (if necessary).

**Milestone 4 – by Friday 3rd February - £20,000**

* Agreed budget update.

**Milestone 5 - by Friday 3rd March - £17,000**

* Evaluation.
* Successful delivery.

**Total Fee = £157,000**