

iWonder guide: What is the maths behind a jackpot FA Cup run?

Video transcript: Custom film made for BBC iWonder, featuring Toby Macormac, chairman of Warrington Town FC and Steve Bower, Match of the Day commentator.

Steve Bower: Warrington Town, exactly 100 places below Exeter in the footballing pyramid. Driven in that time by Mannix and it's in!

Toby Macormac: This year's FA Cup run saw us involved in eight matches, including two replays. The financial impact of all those eight games has come in about 190,000, probably about a 70% increase on previous revenues.

Steve Bower: They have dumped Exeter City out of the FA Cup.

Toby Macormac: So the figures for this year - on the night we sold the commemorative shirts totalling about £1100 altogether. Pitch side advertising, we did about £20,000 worth. Gate receipts – 30,000 came from the live game against Exeter. FA Cup television revenue came in about 67,000 for the home game and about 70,000 for the away fixture when we drew Gateshead away. To have 140,000 for not really doing anything - it was fantastic.

We are going to invest some of our FA Cup money into improvements to our sponsors lounge. We're going to put a balcony on the front of there to attract more business which I'm hoping will improve our figures even more.

Steve Bower: Warrington Town have a night they never ever dreamt of.

Toby Macormac: The biggest excitement from the money really is actually receiving the phone call to say you've been shortlisted for live TV, and they always leave a pause. So, Steve from the FA from the commercial department rung us to say we're going to shortlist you for live TV, is this something you'd be ok with? (laughs).