

Event Budget

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SAMPLE EVENT WORK SHEET*

Mon/Aug 4, 2014

***NOTE: SAMPLE ONLY.**

All expenses are set here at \$100

PLACE:
Site address,
City, State & zip

*The cost and profit projections listed below are estimates only.
Allow plus or minus 10-25% for unanticipated variables.*

FACILITY & RENTALS:

Facility Rental	100.00
Sound Production	100.00
Stage...construction	100.00
Lights...Spot Rental	100.00
Catering	100.00
Equipment Rental	100.00
Music: Equip. Rental	100.00
Set Construction	100.00
Clean up	100.00
Police	100.00

THE ARTISTS & PRESENTERS:

Artist: Primary	100.00
Artist: Secondary	100.00
Artist: Misc. Talent	100.00
Artist: Travel	100.00
Artist: Lodging	100.00
Misc. Expenses	100.00

PRODUCTION:

MC...Celebrity...Talent	1000.00
Make up/costumes	100.00
Ushers	100.00
Media Passes	100.00
Box Ushers	100.00
Stage Manager	100.00
Stage Crew	100.00
Light...Sound Techs	100.00
Lodging	100.00
Shipping	100.00
Ticket Printing	100.00
Ticket Sellers	100.00
PromoPosterPrinting	100.00
Transportation Services	100.00
Other:_____	100.00

ADVERTISING & PROMOTIONS:

Postage...Distribution	100.00
CreativeProd	100.00
Video / Film / Edit	100.00
Adbook...Printing	100.00
Media: Print	100.00
Media: Electronic	100.00

PROFESSIONAL SERVICES:

Producer	100.00
Director	100.00
Publicist	100.00
Medical	100.00
Insurance	100.00
Licenses	100.00
Accountant	100.00
Legal	100.00
Prof. Union Dues	100.00
Security	100.00

CATEGORY SUBTOTALS:

SUM: Facilities	\$1000.00
Sum: Artists	\$600.00
Sum: Production	\$2400.00
Sum: Promotions	\$600.00
Sum: Prof. Services	\$1000.00
15% Expense Budget Contingency.	\$840.00

EXPENSES TOTAL \$6,440.00

PRE-PROD. EXPENSE ESTIMATE:

	750.00
	1000.00
	100.00
	100.00
	100.00
	100.00
	100.00
	100.00
	100.00
	100.00

PRE-CONCERT EXPENSES... **\$2,450.00**

DAY OF SHOW EXPENSES... **\$3,990.00**

REVENUE PROJECTIONS

Vendors:	
Av. Unit Cost	\$100.00
#Units Projection	50

Total Unit Income: \$5,000.00

Av. Ticket Cost \$10.00

Ave. Audience Projection 500

Total Ticket Income: \$5,000.00

Estimated Ad Book Income: \$5,000.00

Ads & Sponsorship Income: \$50,000.00

2 Underwriters @ \$10,000
Platinum Sponsors @ \$5,000
Gold Sponsors @ \$3000
Silver Sponsors @ \$1,000
Bronze Sponsors @ \$500
BluesPatrons @ \$200
JazzLovers @ \$100

15% Unanticipated Variables
Sales, Taxes or License fees @ 80% Net.

\$6,834.00

PROFIT PROJECTIONS...

GROSS	NET*
	* % of Gross Sales -Exp -15% Variables
\$65,000.00	@100% of Sales \$51,726.00
\$52,000.00	@ 80% of Sales \$38,726.00
\$39,000.00	@ 60% of Sales \$25,726.00

15% PROJECTED NPO DONATION ESTIMATE....

...of 100% Net	\$7,758.90
...of 80% Net	\$5,808.90
...of 60% Net	\$3,858.90

Budget Design: The Wiseman Company 713-521-0900