

**EXPENSES (WITH EXPLANATIONS)**

EVENT: SAMPLE EVENT

BUDGET AVAILABLE: \$ 2000

OPENING DATE:  / /

NOTES: \_\_\_\_\_

VENUE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

**EXPENDITURES:**

1) **VENUE:** For security, off-duty police, and staff provided by the venue.

2) **FLYERS/POSTERS:** Avg. rate of return is 5%. If you hand out 1,000 flyers, expect around 50 people.

3) **STREET TEAM:** Avg. about \$12-15/hr per person, plus gas & food or what you negotiate.

4) **RADIO:** Varies depending on your city and the time slots available

5) **TV:** Similar considerations to radio.

6) **DJ/TALENT/RIDER:** Varies depending on artists or performers, time of year, and special requests.

7) **CASHIER/VIP CASHIER:** 1. Avg. cost is \$75-100 per shift.

8) **GRAPHICS DESIGN:** Typically \$100-\$350 for a basic flyer design and artwork for the party.

9) **SOCIAL MEDIA:** Ads & Influencers. This is based on the costs of the ads & negotiations with influencers

10) **SECURITY:** Avg. \$75-100 per shift.

11) **WRISTBANDS:** Sometimes provided by the venue, but you may want to use your own to reduce theft or issues with door staff

12) **DECORATIONS:** Depends on the type of party

13) **GIVEAWAYS:** Raffles of gift cards, bottles, or other items to the first 50-100 people.

14) **EQUIPMENT RENTALS:** Includes things like sound equipment, smoke machines, lighting foam, etc.

15) **PERMITS & LICENSES:** Depends on the type of party, where, and the time, esp. outdoor events or street parties.

16) **MERCHANDISE:** Items like t-shirts, hats, wristbands, or other items to boost sales.

17) **MISCELLANEOUS** Unexpected potential costs like costumes, dancers, beverages, extra staff, cancellation fees, etc.

BUDGET: \$ \_\_\_\_\_

TOTAL EXPENSES: - \_\_\_\_\_

OVER/UNDER BUDGET: \$ \_\_\_\_\_

**INCOMES**

1) **COVER CHARGE:** \$ \_\_\_\_\_

2) **BAR SPLIT:** \_\_\_\_\_

3) **SPONSORSHIPS:** \_\_\_\_\_

4) **MERCHANDISE:** \_\_\_\_\_

5) **TICKET SALES:** \_\_\_\_\_

6) **MISCELLANEOUS:** + - = = = = = - - - - -

TOTAL INCOME: \$ \_\_\_\_\_

TOTAL INCOME: \$ \_\_\_\_\_

TOTAL EXPENSES: - \_\_\_\_\_

TOTAL PROFIT: \$ \_\_\_\_\_