

Standard Event Budget Overview

PURPOSE: The form included in this page is designed to be used in the planning stages of major events. This form should be completed by the event committee as soon as the committee is formed, generally at the first meeting. A copy of the form, together with explanatory comments, should be made available to chapter or state officers as soon as it is completed.

Many of the items shown will require an estimate by planners who are not aware of the obligations and practical expectation of various items. That is why planning is so important.

The following items are expanded discussions of selected line items and is intended to assist event planners in the early stages.

SPECIAL COMMITMENTS: Any allocation of event proceeds such as benefit runs, split proceeds to the chapter and allocations to the State should be clearly indicated and approved in the planning stages.

LOCATION FEES, RENTAL: Facilities rental must be considered early in the planning stage. Rental can be in the form of specific insurance requirements, direct fees and/or percent of gate receipts. Special requirements of the site must be included in this category.

TICKET PRINTING, WRISTBANDS: There are costs involved when printing is done and the cost can be excessive. Careful planning will avoid last minute rush printing.

FLYER COSTS, MAILING: Flyers must be planned ahead. Special art work, mailing costs and the logistics of distribution must be considered.

ADVERTISING: If advertising is to be considered, now is the time to estimate and budget for costs.

INSURANCE COST: Event insurance costs should be established. Liability insurance should be mandatory especially if alcohol is to be served.

LIQUOR PERMIT FEE: Application must be made for this permit at least 30 days in advance of the event.

SECURITY, OUTSIDE SERVICES: If contract services are involved, the cost must be determined and provided for in advance. Many times payment in advance will be required and funds must be available.

PAID GATE AND OPERATIONS PERSONNEL: If you plan to discount gate fees for operations people, you should consider the cost here. Many times the band will request several free passes for their groupies and/or loved ones.

FOOD AND/OR GUARANTEE: A facility that provides food may require a minimum guarantee. When providing food, the committee must plan expenses carefully. Experienced people should be part of the committee or be easily accessible for consultation. This area is the most financially abused. Event committees routinely overspend in this area. Last minutes items which blow a food budget are eating utensils, condiments and paper products.

REFRESHMENTS AND/OR GUARANTEE: See above

DOOR PRIZES: Merchandise given away may be costly. Do not omit this factor in your financial planning. Donated items are especially favorable.

EVENT PRIZES: Trophies, plaques and merchandise awards will cost money. Orders must be placed in advance and sometimes require a deposit. Event fees should be designed to defray as much of the expense as possible.

ENTERTAINMENT, BAND FEE: Try to negotiate and lock-in your entertainment and their fees as soon as possible in the planning stages.

CLEAN-UP: Trash removal may be required. When volunteers cannot handle the project or the facility requires that their personnel be paid, this becomes a factor.

SUPPLIES AND ETC.: Always plan for the expense of miscellaneous sign materials and site materials that pop up at the last minute. A roll of duct tape or poster board may require funds unexpectedly.

PORTABLE RESTROOM FACILITY RENT: Fees required to rent such facilities may be required. Search around for donated equipment and best offers. Someone in the group may have access to this information or to the actual equipment.

OTHER: Always allow for additional expenses!

RAFFLE TICKETS: A popular way to pre-fund events is to have a raffle in advance. This can provide operating funds pre-event. Be careful to design the raffle to be both attractive and profitable. Plan this in advance because you will probably start this procedure very early in the planning stages.

SPONSOR FEES: If sponsors are involved determine their expectations in advance and be sure they are made aware of your method of achieving these expectations. A happy sponsor will tell his peers and your prospects increase. Always provide an event summary with information that supports your claim of exposure for his business. Always send a thank you note.

FOOD, REFRESHMENT SALES: Determine fees well in advance when time is available to discuss them objectively. Changing prices at the event must be avoided.

What is charged for and what comes with must be agreed upon. If tickets are involved, provide for the cost.

FIELD EVENT, BIKE SHOW FEES: Blend these fees with other income to defray event costs. Whether to charge or not decisions are made now, not at the event. Sign-up forms and registration timing will help make the fee structure reasonable to the participants.

CHANCE PULLS: The cards must be required in advance. Review the overall structure of the event to determine quantity and quality of merchandise raffles.

VENDORS COMMISSION, FEES: Vendors, whether it be food or merchandise must be required to pay a pre-determined fee or percentage of receipts to the organizers.