



# Preliminary Event Planning & Budget Worksheet

## Preliminary Event Information

Name of Event: \_\_\_\_\_

Proposed Dates and times: \_\_\_\_\_

Proposed location: \_\_\_\_\_

What program level girls can assist on this committee (circle one or more)?

Daisy      Brownie      Junior      Cadette      Senior      Ambassador

How will they be involved in the planning?

What type of Activities might be offered?

Qualifications or requirements for participation: \_\_\_\_\_

Who will we need to contact to assist us in making our event a success?

Name	Phone	Why are they important? Area of expertise.

## Preliminary Budget Information:

Food/Beverage	\$	Rental of Space	\$
Program Supplies	\$	Rental of Equipment	\$
Copy & Print Charges	\$	Additional Insurance	\$
Thank You Tokens	\$	Other Expense	\$
Recognitions	\$	Other Expense	\$

Income – expenses = profit

Planned Income					Planned Expenses		Planned Profit		
Participant Fees	\$	Money from other Sources	\$	Total Income	\$	Total Expenses:	\$	Total Profit	\$

See next page for budget planning information and tips.

## Preliminary Budget Information

The easiest way to create and manage your budget is by using an excel spreadsheet. Utilizing an excel spreadsheet will allow you to make changes quickly when trying to figure the difference in costs per participant. The more accurate your estimate of expenses is, the more likely you are to achieve the income you hope for.

### When estimating expenses, be sure to include:

- **Location& equipment rental fees** – this may include the cost to use a building or location; DJ fees; audiovisual rental fees, license & permit fees, etc.
- **Program Supplies** – this may include the cost of supplies for the activities that are offered such as craft supplies, etc.
- **Copy & print charges** – cost of printing flyers (go green – send them by email and save money, cost of handouts, etc.
- **Insurance** – cost of non-member insurance and any other special event insurance required.
- **Thank you gifts** – for workers and or visitors/speakers/presenters.
- **Food & beverages** – be sure to include all food and beverage related items beyond just the main meal, for example, you may have condiments for hot dogs/burgers, sugar/creamer for coffee, marshmallows for hot chocolate, etc.
- **Food related supplies** -cups, plates, napkins, plastic utensils, tablecloths, serving vessels/utensils.
- **Door prizes** – depending on the event, door prizes are a great way to get people motivated. Consider having families donate something for a door prize.

### Determining cost per participant and why it is important

Cost per participant (this should include all paying and nonpaying participants) is used to help you determine how much to charge per person for the event.

Here is an example:

Event team has determined they want to have \$500 in profits from this event.

They are planning on 200 attending which includes 25 non-paying adults and event staff.

They have figured out that all the expenses will be \$1000 for the event.

To make the \$500 profit they will need to bring in income of at least \$1500 - \$1000.

Using this example, they would have to charge at least \$8.75 per paying participant to ensure that they cover their expenses and have desired profit. (you would probably round it up to \$9.00)

Using that same example but changing the numbers a little:

Event team has determined they want to have \$500 in profits from this event.

They are planning on 125 attending which includes 15 non-paying adults and event staff.

They have figured out that all the expenses will be \$1000 for the event.

To make the \$500 profit they will need to bring in income of at least \$1500 - \$1000.

Using this example, they would have to charge at least \$12.00 per paying participant to ensure that they cover their expenses and have desired profit.

Use this method or one you are more comfortable with, but be as precise as you can when figuring expense. In general, the more people in attendance, the lower the cost. However, if you are not sure you can accommodate or attract a large number of people, you need to be realistic about what you can charge and how much profit you will actually make off of the event.