

Building a Budget Worksheet

Use this worksheet to document the values of all of your event needs.

Event Expenses

	Low-end Projection	High-end Projection
Facilities/Infrastructure		
Event site	_____	_____
Misc. labor and production charges	_____	_____
Utilities	_____	_____
Miscellaneous charges	_____	_____
Entertainment		
Lodging for entertainers	_____	_____
Contract rider additions	_____	_____
Special transportation	_____	_____
Additional skilled labor	_____	_____
Miscellaneous unexpected costs	_____	_____
Production		
Stage rental	_____	_____
Skirting/steps	_____	_____
Metal structure for lighting	_____	_____
General lighting	_____	_____
Special lighting for video	_____	_____
Sound system/stage monitors	_____	_____
Microphones (what type needed)	_____	_____
Podium	_____	_____
Backdrop	_____	_____
Special banner/signage	_____	_____
Video projection (front or rear)	_____	_____
Slides (projector/screen)	_____	_____
Production rental	_____	_____
Special electrical wiring	_____	_____
Miscellaneous charges	_____	_____

Appendix X

Signage System

Low-end
Projection

High-end
Projection

- Overall signs and/or banners
- Directional signs (site markings)
- Food service prices/menus
- Sponsor recognition signs
- Special signage (safety, medical)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Promotional Costs

- Logo design
- Invitations (design and printing)
- Flyers (design and printing)
- Letterhead and envelopes
- Advertising (print)
- Production of radio or TV spots
- Program design/printing
- Photography of event
- Video coverage of event
- Weather considerations
- Rain plan costs
- Additional labor on crews
- Umbrellas/rain ponchos

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Waste Management System

- Restroom facilities
- Trash system
- Labor to do trash
- Vehicles to move/remove trash
- Trash receptacles (bags, other)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Event Rentals

- Tables
- Tents (tent siding)
- Tent pole draping
- Chairs
- Linens
- Canopies
- Pipe and drape
- Special props/decoration
- Carpeting/flooring

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Appendix X

	Low-end Projection	High-end Projection
Air conditioning/heating	_____	_____
Floral arrangements	_____	_____
Parking		
Valet parking (special insurance)	_____	_____
Security for parking	_____	_____
Shuttle system/vehicle rental	_____	_____
Signage/marketing system	_____	_____
Labor for parking attendees	_____	_____
Lighting for parking area	_____	_____
Parking personnel (uniforms)	_____	_____
On-site Transportation		
Golf carts	_____	_____
Movement of entertainers/VIPs	_____	_____
Staff vehicles	_____	_____
Miscellaneous carts, etc.	_____	_____
Food Services		
Coverage for food areas (tents?)	_____	_____
Special seating area	_____	_____
Water hook-ups	_____	_____
Service area (tents/counters)	_____	_____
Storage for supplies	_____	_____
Utilities (electrical/water)		
Additional water access	_____	_____
Special hook-ups for production	_____	_____
Lighting for safety on site	_____	_____
Coverage of any wiring (for safety)	_____	_____

Appendix X

	Low-end Projection	High-end Projection
VIP/Sponsor Costs		
Lodging	_____	_____
Meals	_____	_____
Hospitality suite food and drink	_____	_____
Special signage	_____	_____
Printing for passes/tickets	_____	_____
Additional security	_____	_____
Hosts/hostesses	_____	_____
Special giveaway items	_____	_____
Transportation	_____	_____
Expertise/Key resources		
Committee expenses (notebooks/uniforms)	_____	_____
Volunteer expenses (uniforms)	_____	_____
Paid consultants (miscellaneous)	_____	_____
Type: _____	_____	_____
Type: _____	_____	_____
Security coverage	_____	_____
Medical coverage	_____	_____
Setup support	_____	_____
Trash/clean-up (donations)	_____	_____
Other Miscellaneous Costs		
Event insurance coverage	_____	_____
Ticket sales costs (labor/printing)	_____	_____
Promotion/paid advertising	_____	_____
Warehousing of materials	_____	_____
Specialty insurance	_____	_____
Ten Percent General Buffer		
	_____	_____
<p>Add the columns to get high-and and low-end estimates. This will give you a preliminary overall budget range for your event.</p>		
Overall Expenses Estimates	_____	_____

Appendix Y

Sample Special Events News Release