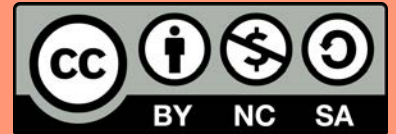


How do I get started?



Writing an event budget & pricing



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What do you need to make it happen?

Budget 

Timeline 

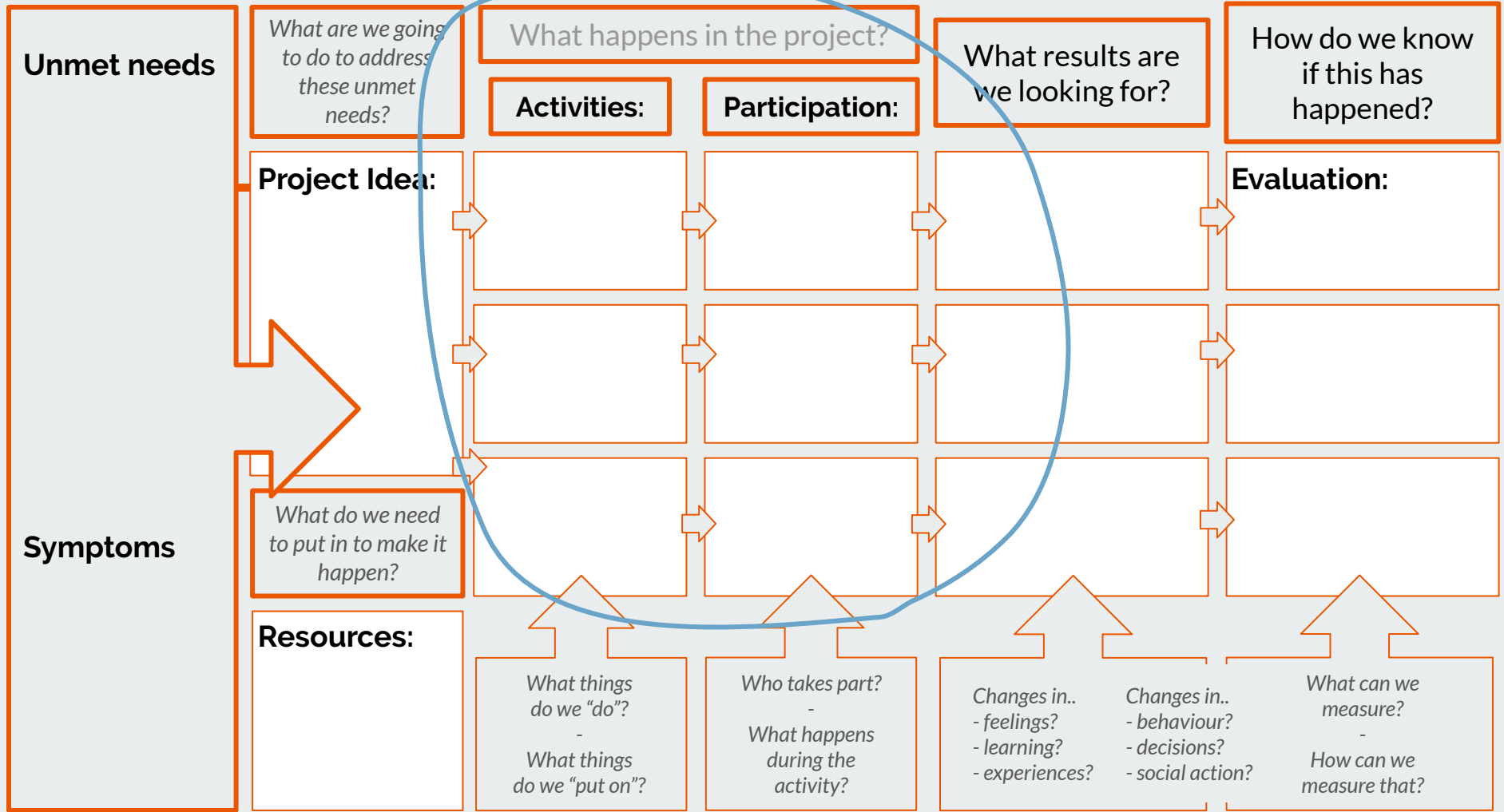
- How much **money** do you need to make it happen?
- How much **time** will it take?
- When do you **need to pay** for different things?

Your budget

Writing a project budget

Work backwards

- What **activities** will you need to do?
- What are the **costs** associated with them?
- Research & estimate
- Cost **your time**
- Balance expenditure with income



How to write your event budget...

Expenditure	£
Venue Hire	
Fees, Salaries & Wages	
Specialist & Technical Fees	
Materials, Catering & Equipment	
Project Admin Expenses	
Marketing	
Travel, Accommodation & Delivery	
Contingency (5-10%)	
Total Expenditure	

Income	£
Earned income (eg ticket sales)	
Sales of work	
Advertising (selling ad space)	
Sponsorship	
Donations	
Grants ?	
In-Kind Support	
Total Income	

How to write your event budget...

Expenditure	£
Venue Hire	350
Fees, Salaries & Wages	480
Specialist & Technical Fees	120
Materials, Catering & Equipment	580
Project Admin Expenses	45
Marketing	500
Travel, Accommodation & Delivery	130
Contingency (5-10%)	180
Total Expenditure	2385

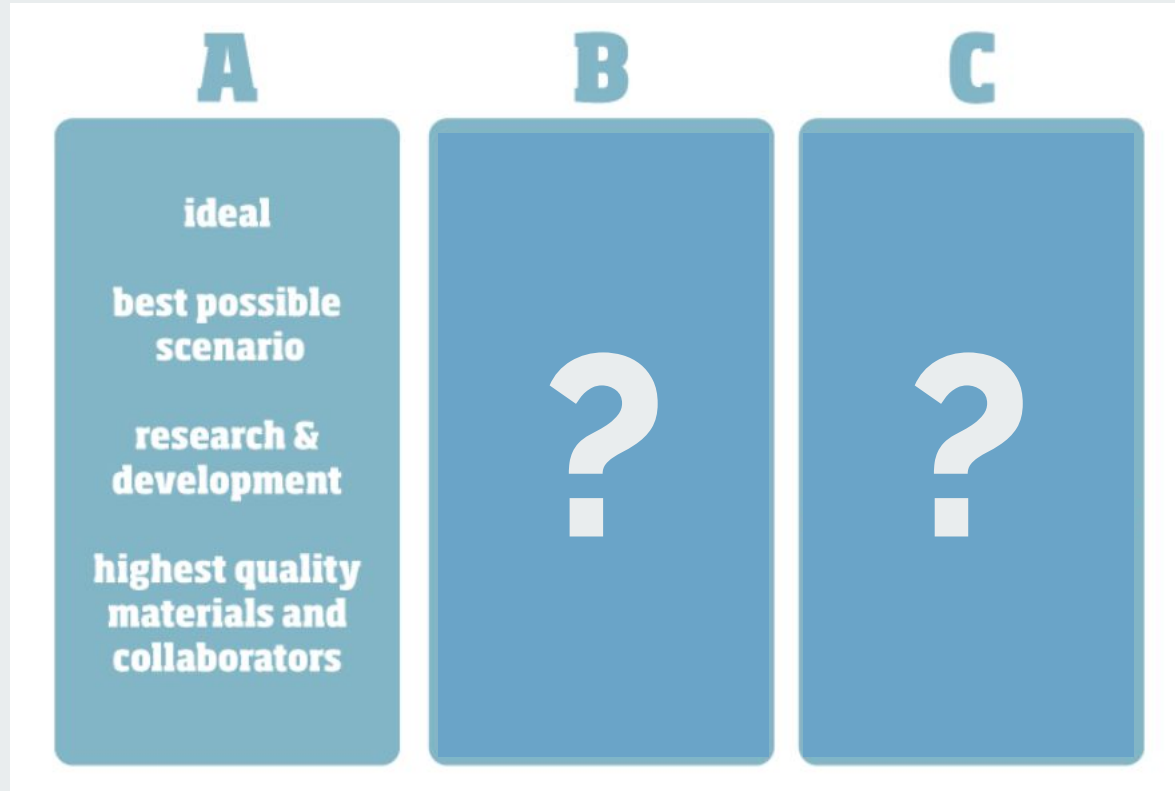
Income	£
Earned income (eg ticket sales)	
Sales of work	
Advertising (selling ad space)	
Sponsorship	
Donations	
Grants ?	
In-Kind Support	
Total Income	

How to write your event budget...

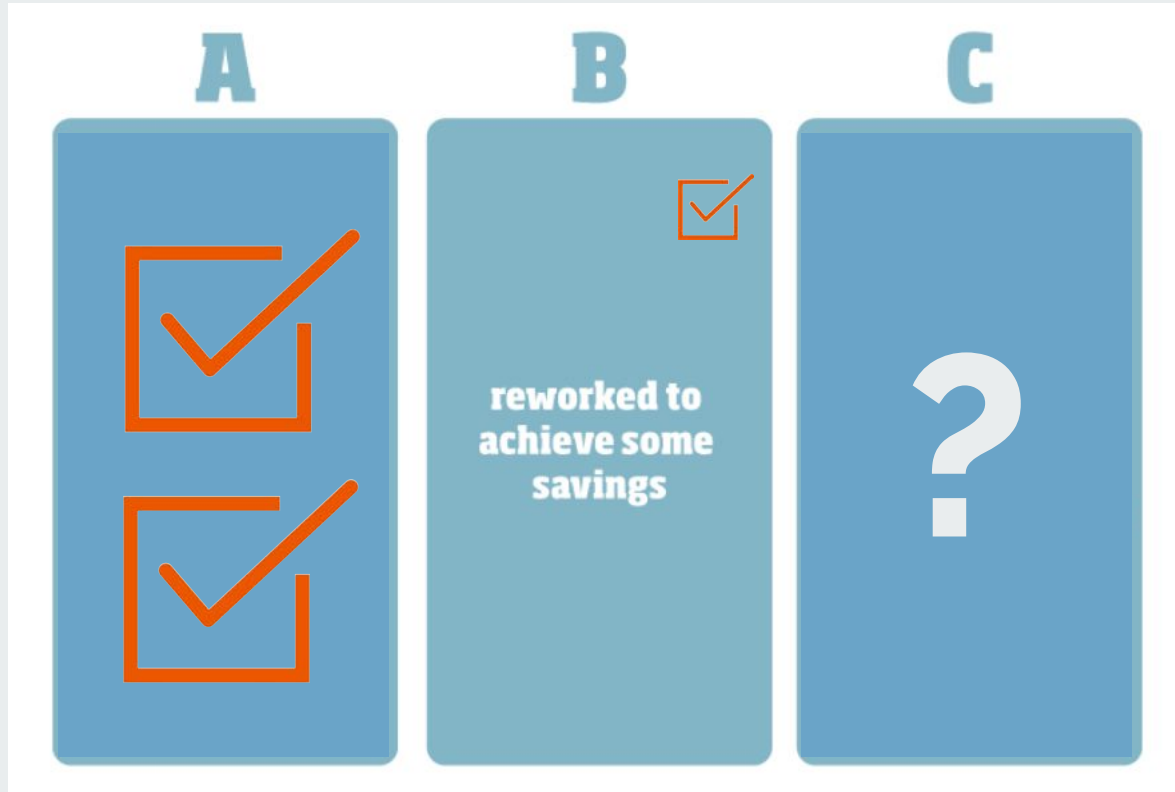
Expenditure	£
Venue Hire	350
Fees, Salaries & Wages	480
Specialist & Technical Fees	120
Materials, Catering & Equipment	580
Project Admin Expenses	45
Marketing	500
Travel, Accommodation & Delivery	130
Contingency (5-10%)	180
Total Expenditure	2385

Income	£
Earned income - 100 tix @ £12.50	1250
Sales of work	0
Advertising (selling ad space)	150
Sponsorship - drinks company	80
Donations - donations bucket	85
Grants ?	500
In-Kind Support	320
Total Income	2385

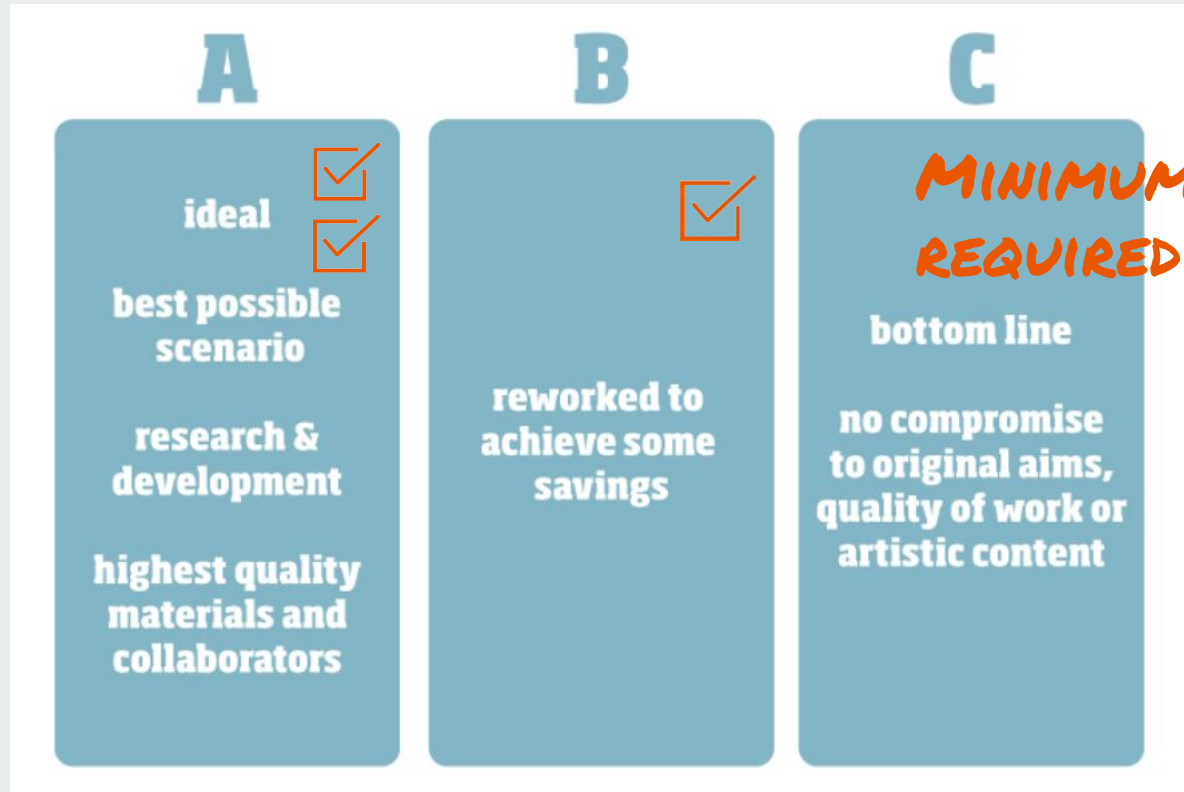
The 3 budget plan - A, B & C



The 3 budget plan - A, B & C



The 3 budget plan - A, B & C



Your budget



Who pays
for it all?

Looking at your budget...

- What can you get for **free**? Or at a **discount**?
- Who has access to the the **resources** & **skills** you need?
 - eg - space
 - practical support
 - advice or mentoring

Your budget

How could
others help
support your
project?

Who is my event important to...

- Who is directly affected?
- Who is indirectly affected?
- Who are the key people, groups, organisations & institutions?

Your budget

→ See also:



Gathering support for your project

- Securing partnerships
- Access to resources
- Interest from audiences & participants
- Who could help me achieve my goals?

Pricing



How do I
work out
what to
charge?

Materials



Labour



Overheads



Price

Pricing



How do I
work out
what to
charge?

Materials



Labour

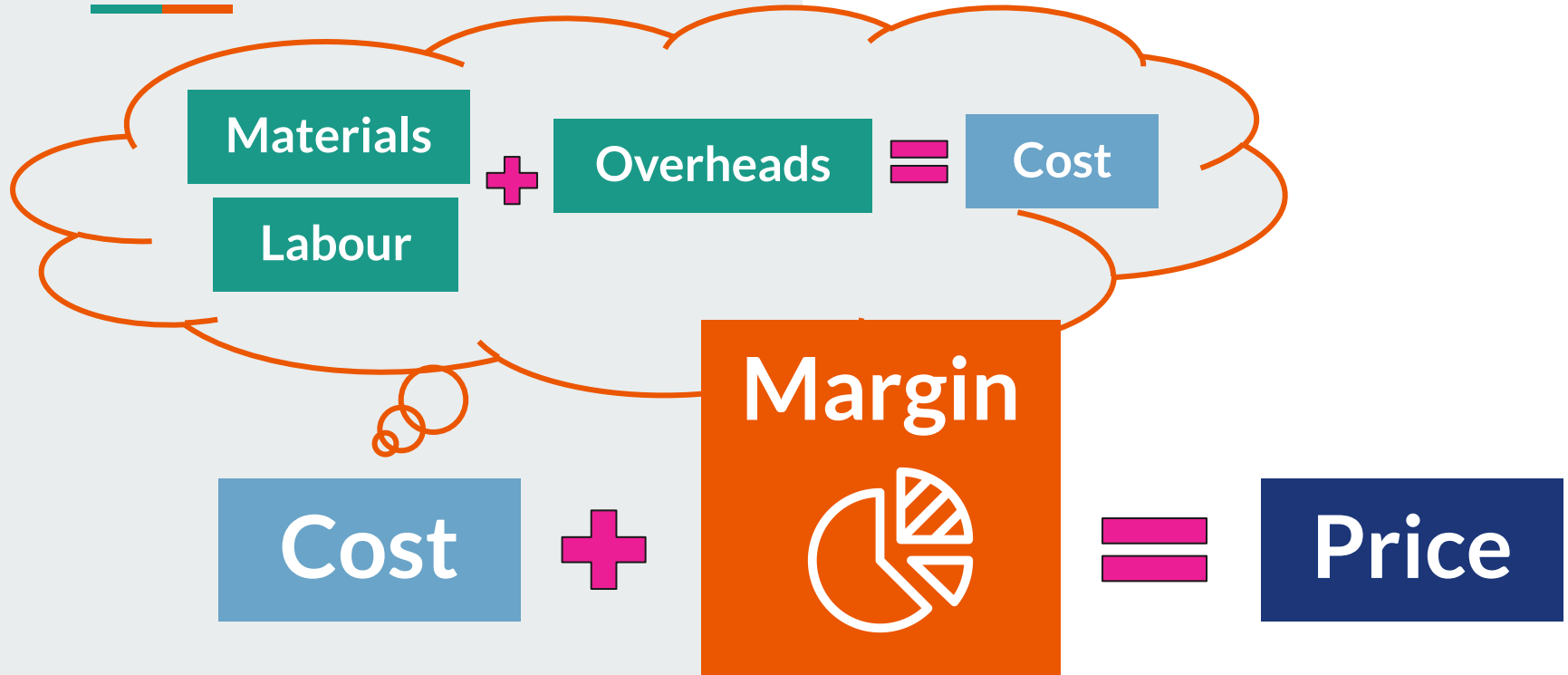


Overheads



Cost

What do I need to think about...



Why are margins important?



PROFIT?

**MONEY THAT GOES
BACK INTO YOUR
PROJECTS?**

**AMOUNT YOU CAN
DISCOUNT BY?**

Working out ticket prices...

Example

Margin



Event	Venue, Staff & Materials	No of Tickets Sold	Ticket Price	Total income	Margin
Version 1	£325	40	£7.50	£300	-£25
Version 2	£325	40	£9	£360	£35
Version 3	£250	40	£7.50	£300	£50
Version 4	£325	55	£7.50	£412.50	£87.50

Working out ticket prices...

Does it seem “OK”?

Look at your ticket price...

- What's the 'going rate'?
- research similar products, events etc.
- Can anyone afford it?
- ask potential participants

Margins



How do I
work out
what to
charge?

Quick recap

Calculate all the costs...

- How much will it cost to **deliver** your event?
- How many tickets will you need to 'sell'? Is this **realistic**?
- Is the ticket price **good value**?
- Do I have a decent **margin** to cover unexpected things?

What is involved?

