***Sample Special Events Budget for a Concert or Performance***

INCOME

Promotional Contributions or Underwriting $\_\_\_\_\_\_\_

Ticket Sales (number of performances x anticipated $\_\_\_\_\_\_\_

attendance per show @ $\_\_\_\_\_\_ per ticket\*)

Concession sales

Programs $\_\_\_\_\_\_\_

T-shirts $\_\_\_\_\_\_\_

Buttons $\_\_\_\_\_\_\_

Food $\_\_\_\_\_\_\_

Beverages $\_\_\_\_\_\_\_

Valet Parking $\_\_\_\_\_\_\_

TOTAL Concessions $\_\_\_\_\_\_\_

Booth Rentals \_\_\_ booths @ $\_\_\_\_\_\_ $\_\_\_\_\_\_\_

Anticipated Total Income $\_\_\_\_\_\_\_

EXPENSES

# Production Expenses

Hall Rental—rehearsal and

performance\*\* $\_\_\_\_\_\_\_

Utilities $\_\_\_\_\_\_\_

Equipment Rentals $\_\_\_\_\_\_\_

Materials for Booths $\_\_\_\_\_\_\_

Box Office Fee $\_\_\_\_\_\_\_

Ticket Printing Fee $\_\_\_\_\_\_\_

Ticket Sellers (if not volunteers) $\_\_\_\_\_\_\_

Ushers $\_\_\_\_\_\_\_

Security Guards $\_\_\_\_\_\_\_

Technical Crew $\_\_\_\_\_\_\_

Sound and Light Crew $\_\_\_\_\_\_\_

Insurance $\_\_\_\_\_\_\_

Forklift $\_\_\_\_\_\_\_

Other Vehicle Rentals $\_\_\_\_\_\_\_

Portable Toilets $\_\_\_\_\_\_\_

Fees and Permits $\_\_\_\_\_\_\_

Total Production Expenses $\_\_\_\_\_\_\_

# Talent-Related Expenses

Travel and per diem $\_\_\_\_\_\_\_

Freight and shipping for

equipment/instruments $\_\_\_\_\_\_\_

Meals for \_\_\_ people @

$\_\_\_\_\_\_ per day $\_\_\_\_\_\_\_

Flowers/complimentary gifts $\_\_\_\_\_\_\_

Local travel to and from event $\_\_\_\_\_\_\_

Union, music rights, or other

required fees $\_\_\_\_\_\_\_

Total Talent-Related Expenses $\_\_\_\_\_\_\_

# Promotion Expenses

Graphic design/poster and fliers $\_\_\_\_\_\_\_

Publicists’ fees (if hired) $\_\_\_\_\_\_\_

Advertising $\_\_\_\_\_\_\_

Public service announcements $\_\_\_\_\_\_\_

Photography $\_\_\_\_\_\_\_

Postage and messengering $\_\_\_\_\_\_\_

Program production and printing $\_\_\_\_\_\_\_

T-shirt printing $\_\_\_\_\_\_\_

Total Promotion Expenses $\_\_\_\_\_\_\_

# Other Event Expenses

Decorations $\_\_\_\_\_\_\_

Food for crew $\_\_\_\_\_\_\_

Beverages for crew $\_\_\_\_\_\_\_

Local transportation $\_\_\_\_\_\_\_

Volunteer recognition $\_\_\_\_\_\_\_

Liquor license $\_\_\_\_\_\_\_

Contingencies @ 5–10% $\_\_\_\_\_\_\_

Total “Other Event” Expenses $\_\_\_\_\_\_\_

# Administrative Expenses

Staff salaries @ \_\_\_% time $\_\_\_\_\_\_\_

($\_\_\_\_\_\_ FTE)

Stationery and supplies $\_\_\_\_\_\_\_

Telephone $\_\_\_\_\_\_\_

Total administrative expenses $\_\_\_\_\_\_\_

Total Expenses $\_\_\_\_\_\_\_

Net Profit $\_\_\_\_\_\_\_

\*Remember that some seats will be filled by guests with complimentary tickets, so even if you “sell out,” you won’t earn income from all seats filled.

\*\*May be rented for a flat fee or for a percentage of your ticket sales.