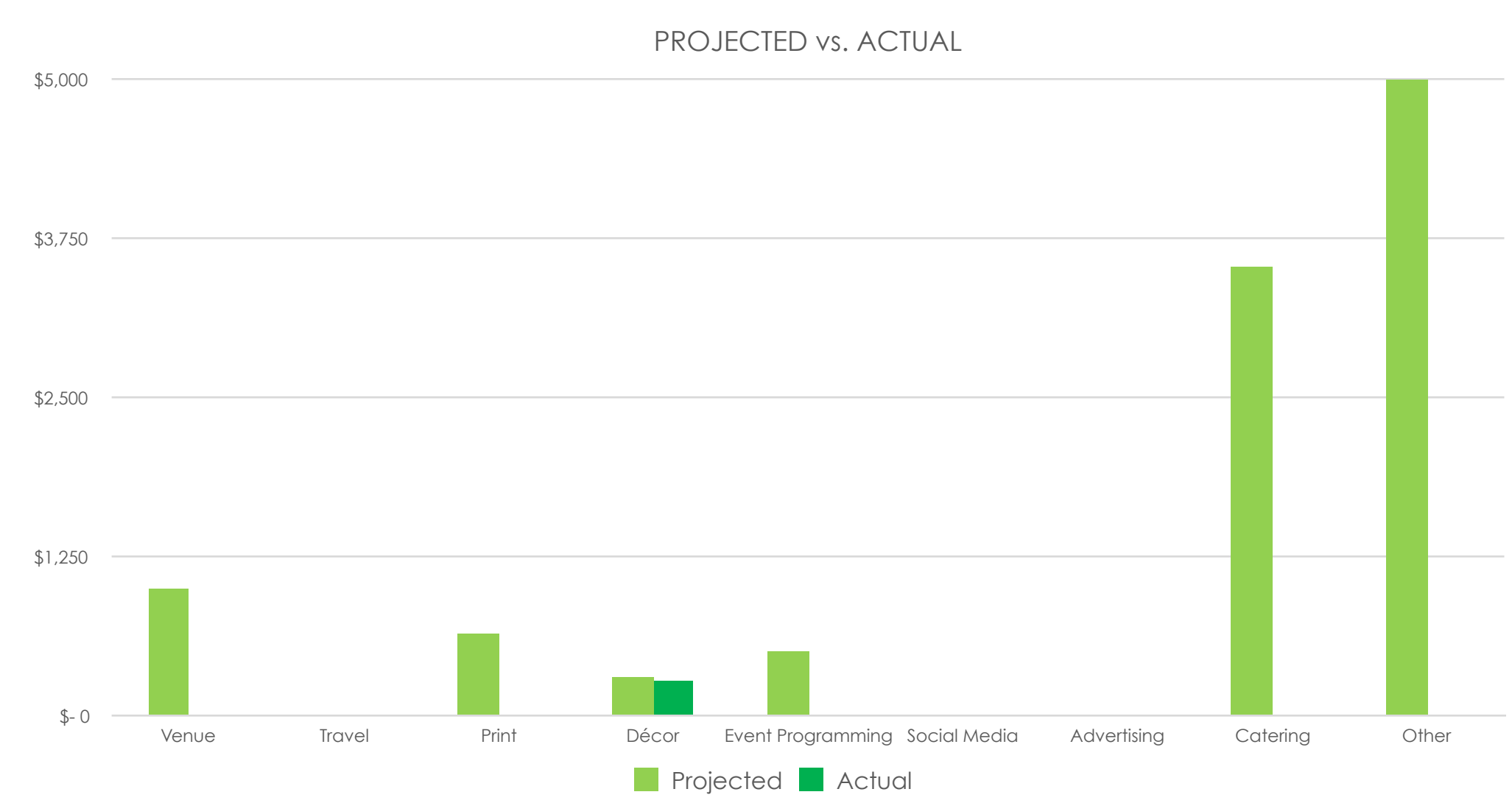
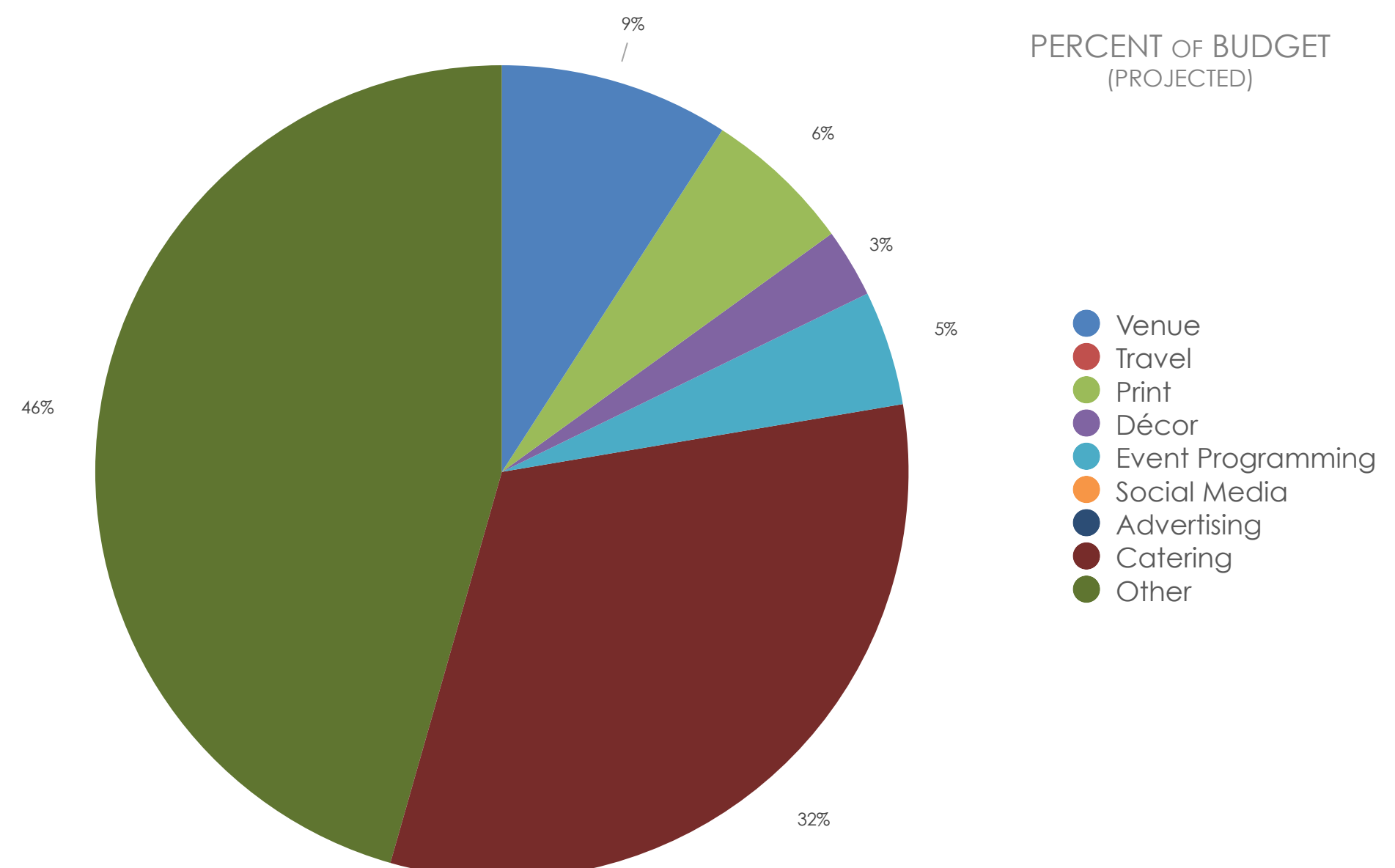


EVENT BUDGET

Projected Subtotal to Date: \$ 10,970.00
 Actual Subtotal to Date: \$ 280.00

CATEGORY	PROJECTED SUBTOTAL	ACTUAL SUBTOTAL	COMMENTS
Venue SUBTOTALS	\$ 1,000.00	\$ -	
Event Staff	\$ 500.00		
Equipment Rental	\$ 500.00		
Additional Tables / Chairs	\$ -		
AV	\$ -		
Travel SUBTOTALS	\$ -	\$ -	
Flight / Driving			
Lodging			
Per Diem			
Print SUBTOTALS	\$ 650.00	\$ -	
Packets	\$ 400.00		
Postcards	\$ 250.00		
Press Releases			
Décor SUBTOTALS	\$ 300.00	\$ 280.00	
Linens	\$ 300.00	\$ 280.00	
Lighting			
Additional Signage			
Event Programming SUBTOTALS	\$ 500.00	\$ -	
Speakers			
Performers			
Video Production			
Presentation Graphics			
Giveaways	\$ 500.00		
Social Media SUBTOTALS	\$ -	\$ -	
Twitter			
Facebook			
Pinterest			
Instagram			
Google+			
LinkedIn			
Snapchat			
Advertising SUBTOTALS	\$ -	\$ -	
Online			
Print			
Outdoor			
Radio			
Television			
Catering SUBTOTALS	\$ 3,520.00	\$ -	
Chick Fil-a	\$ 3,200.00		
Food	\$ 320.00		
Catering Staff			
Other SUBTOTALS	\$ 5,000.00	\$ -	
Winner Lunch	\$ 3,000.00		
Postage	\$ 2,000.00		



EVENT REVENUE

Projected Subtotal to date: \$ **63,800.00**

Actual Subtotal to date: \$ **65,725.00**

CATEGORY	QUANTITY		COST
	PROJECTED	ACTUAL	
Vendors	PROJECTED	ACTUAL	
Entrance Kiosk	1	1	\$ 800.00
Exit Kiosk	1	1	\$ 800.00
Space - Large	15	14	\$ 650.00
Space - Medium	20	20	\$ 450.00
Space - Small	10	15	\$ 300.00
Sponsor / Partnerships	PROJECTED	ACTUAL	
Named Sponsor	1	1	\$ 5,000.00
Featured Vendor	2	3	\$ 1,200.00
Program Ads	PROJECTED	ACTUAL	
Front Cover	1	1	\$ 800.00
Back Cover	1	1	\$ 750.00
Full Page	25	20	\$ 250.00
Half Page	50	60	\$ 150.00
Centerfold	1	1	\$ 500.00
Ticket Sales	PROJECTED	ACTUAL	
Adult	500	600	\$ 15.00
Senior	300	350	\$ 10.00
Child	200	165	\$ 5.00
Product Sales	PROJECTED	ACTUAL	
Product 1	100	50	\$ 15.00
Product 2	100	110	\$ 10.00
Product 3	100	88	\$ 12.50

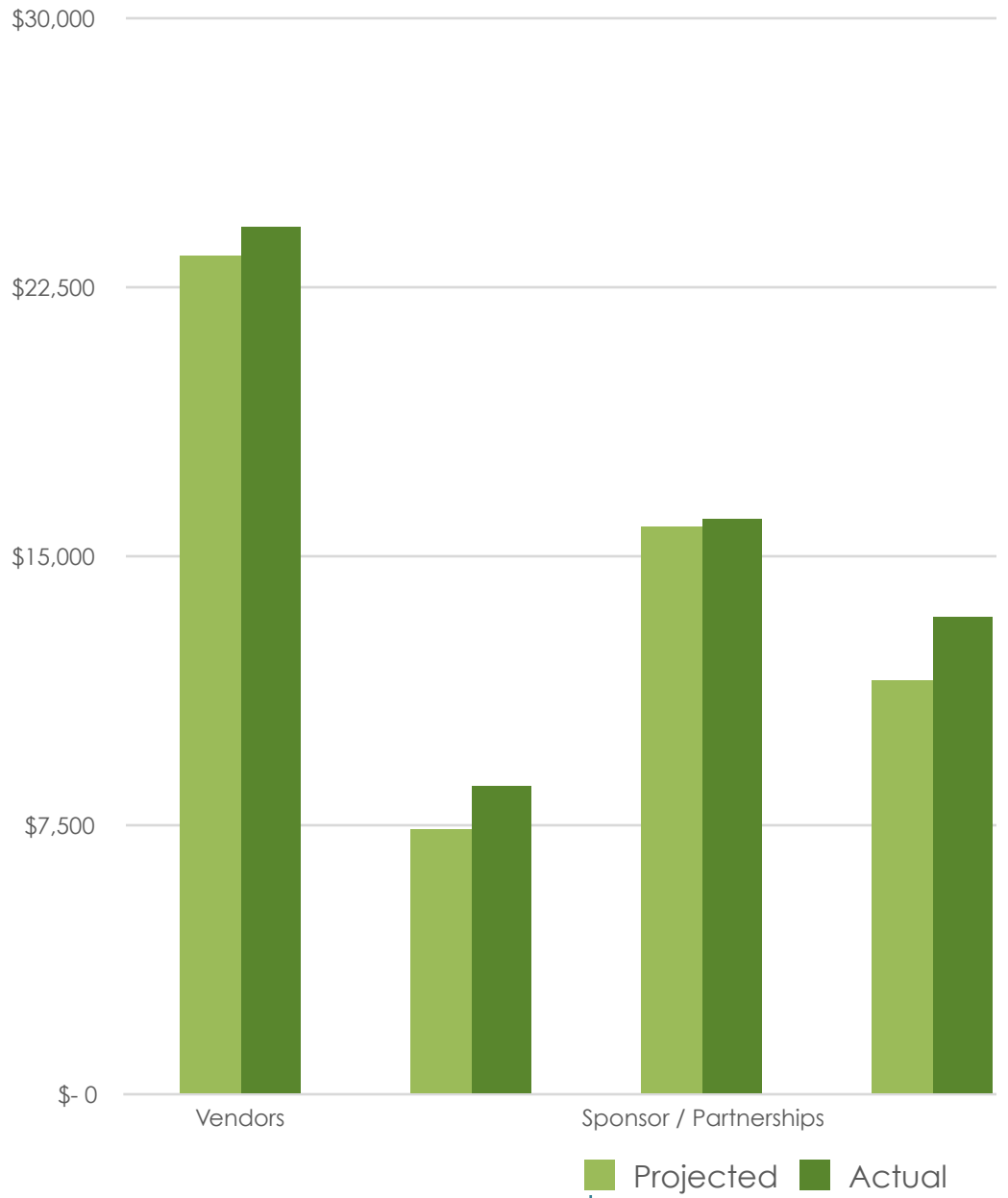
Other	PROJECTED	ACTUAL	
Other	100	30	\$ 20.00

PROJECTED SUBTOTAL		ACTUAL SUBTOTAL	
SUBTOTAL	\$ 23,350.00	SUBTOTAL	\$ 24,200.00
\$	800.00	\$	800.00
\$	800.00	\$	800.00
\$	9,750.00	\$	9,100.00
\$	9,000.00	\$	9,000.00
\$	3,000.00	\$	4,500.00
\$	-	\$	-
\$	-	\$	-
SUBTOTAL	\$ 7,400.00	SUBTOTAL	\$ 8,600.00
\$	5,000.00	\$	5,000.00
\$	2,400.00	\$	3,600.00
\$	-	\$	-
\$	-	\$	-
SUBTOTAL	\$ 15,800.00	SUBTOTAL	\$ 16,050.00
\$	800.00	\$	800.00
\$	750.00	\$	750.00
\$	6,250.00	\$	5,000.00
\$	7,500.00	\$	9,000.00
\$	500.00	\$	500.00
\$	-	\$	-
\$	-	\$	-
SUBTOTAL	\$ 11,500.00	SUBTOTAL	\$ 13,325.00
\$	7,500.00	\$	9,000.00
\$	3,000.00	\$	3,500.00
\$	1,000.00	\$	825.00
\$	-	\$	-
SUBTOTAL	\$ 3,750.00	SUBTOTAL	\$ 2,950.00
\$	1,500.00	\$	750.00
\$	1,000.00	\$	1,100.00
\$	1,250.00	\$	1,100.00
\$	-	\$	-

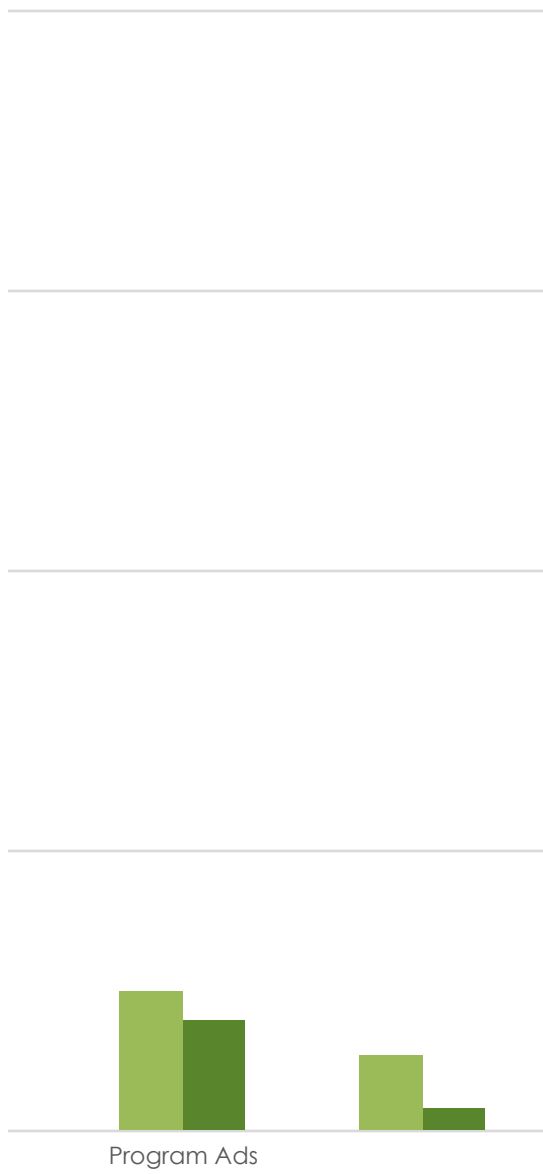
\$	-	\$	-
\$	-	\$	-
SUBTOTAL	\$ 2,000.00	SUBTOTAL	\$ 600.00
\$	2,000.00	\$	600.00
\$	-	\$	-
\$	-	\$	-
\$	-	\$	-
\$	-	\$	-
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COMMENTS

PROJECTED vs. ACTUAL



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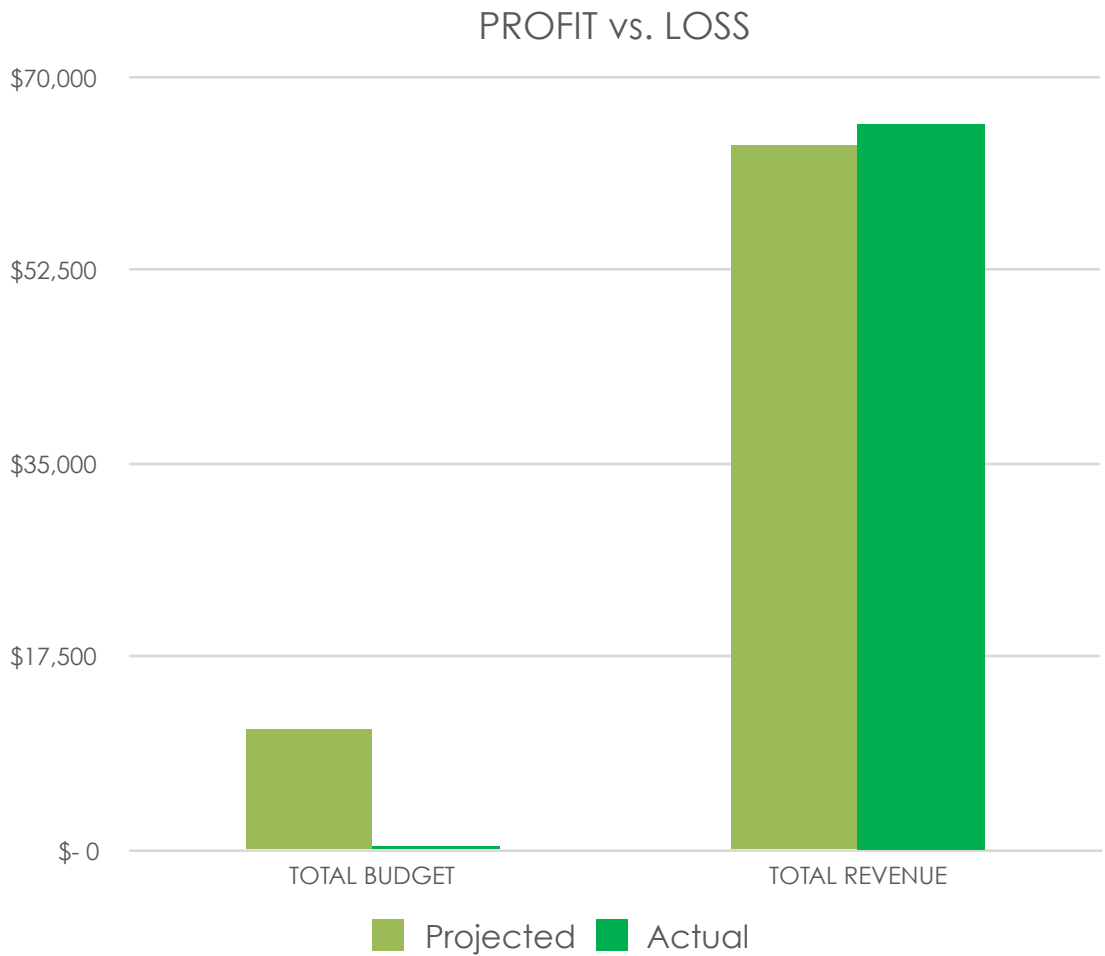




EVENT REVENUE

BUDGET / REVENUE TOTALS		
	PROJECTED	ACTUAL
TOTAL BUDGET	\$ 10,970.00	\$ 280.00
TOTAL REVENUE	\$ 63,800.00	\$ 65,725.00

PROFIT TOTALS		
	PROJECTED	ACTUAL
TOTALS	\$ 52,830.00	\$ 65,445.00



CAMPAIGN TYPE	PROJECTED SUBTOTAL	%
Venue	\$1,000.00	9%
Travel	\$0.00	0%
Print	\$650.00	6%
Décor	\$300.00	3%
Event Programming	\$500.00	5%
Social Media	\$0.00	0%
Advertising	\$0.00	0%
Catering	\$3,520.00	32%
Other	\$5,000.00	46%
	\$10,970.00	





