

Example Event Budget

Event Budget

Event Name: Amarillo Music Fest 2024
Event Date: September 14-16, 2024
Prepared By: Event Organizer, Amarillo Music Fest Committee
Submission Date: February 15, 2024

1. Projected Revenue

Revenue Source	Projected Amount
Ticket Sales (5,000 tickets @ \$50)	\$250,000
Sponsorships	\$75,000
Vendor Fees (25 vendors @ \$1,000)	\$25,000
Merchandise Sales	\$15,000
Concession Sales	\$10,000
Grants (Amarillo CVB)	\$20,000
Other Revenue	\$5,000
Total Projected Revenue	\$400,000

2. Event Expenses

Category	Projected Amount	Notes
Venue Rental	\$50,000	Rental of the event site for 3 days, including setup and takedown days.
Stage & Sound Equipment	\$40,000	Stage construction, lighting, sound systems, and crew.
Entertainment (Artists & Performers)	\$75,000	Booking fees for headline and supporting artists.
Security & Staffing	\$20,000	Security personnel, event staff, and volunteers.
Marketing & Advertising	\$30,000	Digital, print, and radio advertising to promote ticket sales.

Permits & Licenses	\$5,000	Local permits, event insurance, and legal compliance fees.
Concessions	\$10,000	Setup and operation costs for food and beverage sales.
Vendor Management	\$5,000	Coordination of vendor spaces, amenities, and fees.
Merchandise Production	\$7,500	Production and shipping of event-branded merchandise.
Event Logistics (Supplies, Rentals)	\$15,000	Tents, tables, chairs, fencing, portable restrooms, and other rentals.
Transportation & Accommodations	\$10,000	Transportation and lodging for performers and key staff.
Post-Event Cleanup	\$7,500	Cleaning services, trash removal, and restoration of the venue site.
Contingency (5%)	\$20,000	Contingency budget for unexpected costs or emergencies.
Total Projected Expenses	\$295,000	

3. Profit & Loss Summary

Category	Amount
Total Projected Revenue	\$400,000
Total Projected Expenses	\$295,000
Net Projected Profit	\$105,000

4. Additional Notes

- **Ticket Sales Assumptions:** Based on an average ticket price of \$50 and expected attendance of 5,000.
- **Sponsorships:** Includes commitments from local businesses and tourism boards.
- **Vendor Fees:** Assumed 25 vendor spots, with each vendor paying \$1,000 for a booth.
- **Marketing:** Includes a \$20,000 marketing grant from Amarillo Convention and Visitors Bureau, which covers digital, print, and outdoor advertising.

Conclusion

The Amarillo Music Fest 2024 is projected to generate a total of \$400,000 in revenue with an estimated profit of \$105,000. The majority of expenses will go towards venue rental, entertainment, and marketing efforts. A contingency of 5% is included to cover any unforeseen costs.