

Sample Event Budget - Expenses and Revenue

<b><u>Expenses</u></b>	
<b>Entertainment</b>	
Performer #1	\$200
Performer #2	\$300
Performer #3	\$400
<b>Permits &amp; Equipment</b>	
Special Event permit	\$300
Amplified sound permit	\$65
Fire Permit	\$1,200
Alameda County Health permits (1 per vendor)	\$300
Traffic Management Plan	\$500
Event Equipment rental (tents, tables, chairs, speakers,etc)	\$900
Delivery & pickup costs for street closure equipment	\$300
Street Closure equipment (barricades, signs)	\$500
Contractor labor to open & close street	\$700
Event set up staff	\$350
Security/Ambassadors during event	\$450
Other event staff	\$550
Event Clean up staff	\$350
Dumpster rental	\$500
<b>Marketing</b>	
Posters	\$318
Poster distribution	\$240
Promo video	\$400
Design work - posters & digital ads	\$150
Event Signage & printed maps	\$300
Advertising - social media & web	\$500
T-Shirts - for event volunteers & staff	\$250
Photographer	\$350
Misc	\$250
<b>Total Expenses</b>	<b>\$10,623</b>
<b><u>Income</u></b>	
Donations	<b>\$400</b>
Sponsorship	\$3,000
Requested Activate Sponsorship Funding	\$7,223
<b>Total Income</b>	<b>\$10,623</b>
<b>Net Income/Costs</b>	<b>\$0</b>