

# How to Run a Profitable Special Event



Not extremely informational – he just read his slides. – Tana Mason -1-7-15

What type of event you decide to have will determine your approach.

You should consider the following details before having your event:

1. Purpose and Objective
2. Program Idea
3. Audience
4. Budget and Finance
5. Staffing, paid and volunteer
6. Date/Time
7. Location/Space
8. Registration/Ticketing
9. Promotion/Publicity
10. Timetable

Choosing the right event:

1. Arts and Crafts Show
2. Auction
3. Store/Mall Event
4. Celebrity Appearances
5. Cook-off
6. Cruise

Google Cow Pie Bingo

Every successful event has a budget:

1. Location Costs
2. Security
3. Printing
4. Food and Catering
5. Entertainment
6. Staff Costs
7. Other/Miscellaneous

Potential sources of income:

1. Sponsorship
  - a. Levels of sponsorship
  - b. What's in it for the sponsor?
2. Ticket Sales
  - a. Different levels for added benefits
3. Raffle – On-site/off-site internet purchases
4. Mini-Auction
5. Program Book
6. Signage
7. Underwriting Donors (paying for expenses)
  - a. Pre-event Party
  - b. Liquor/Wine/Beer Soft drink
  - c. Flowers and arrangements
  - d. Entertainment
  - e. Various Printing Costs
  - f. Audio/visual equipment and staff costs

#### Post Evaluation Checklist

- A Must Do After Every Event
- Learn What to do to Make More \$\$\$ and Have Less Stress
- [www.therightevent.org](http://www.therightevent.org)



