**Event Budget Proposal
Template**

Event Budget Proposal

|  |  |
| --- | --- |
| Event Name | Event Date |
|  |  |
|   |   |   |   |   |   |
| Event Location |
|  |
| Department / Organization | Submission Date |
|  |  |
| Prepared by | Reviewed by | Approved by |
|  |  |  |

# Executive Summary & Objectives

## Overview

Provide a summary of the event, its purpose, and alignment with the organization’s goals or mission. Outline the expected impact or outcomes of the event.

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## Event Objectives

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|   |   |   |   |   |   |

## Total Budget

|  |
| --- |
| $ |

# Budget Proposal Justification

## Justification

Explain the necessity of the proposed budget for delivering a successful event. Justify the major expense categories: venue, marketing, and guest speakers/entertainment. Provide reasoning for technology, logistics, and travel investments, especially if they are higher than previous events or budgets.

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## Key Investments

|  |  |
| --- | --- |
| Venue & Logistics |  |
| Marketing |  |
| Speakers & Entertainment |  |

# Revenue Projections

|  |  |
| --- | --- |
| Revenue Source | Amount ($) |
| Ticket Sales |  |
| Sponsorships |  |
| Grants / Subsidies |  |
| Vendor Fees |  |
| Merchandise Sales |  |
| Donations |  |
| Other (specify) |  |
| Total Projected Revenue |  |

# Venue & Logistics Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Venue Rental | Rental fees for the event space |  |
| Venue Setup & Decoration | Staging, seating, decorations |  |
| AV Equipment & Technical Setup | Sound systems, lighting, screens |  |
| Security | On-site security for the event |  |
| Clean-up & Maintenance | Post-event cleaning, waste management |  |
| Total Venue & Logistics Costs |  |

# Marketing & Promotions Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Digital Marketing | Ads, social media campaign |  |
| Print Materials | Flyers, posters |  |
| Promotional Merchandise |   |  |
| Website Development / Hosting Costs |   |  |
| Other (specify) |   |  |
| Total Marketing & Promotions Costs |  |

# Speaker, Entertainment, & Program Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Guest Speaker Fees |   |  |
| Entertainment  | Bands, DJs, etc. |  |
| Program Materials | Handouts, agendas |  |
| Event MC / Host |   |  |
| Other (specify) |   |  |
| Total Entertainment Costs |  |

# Travel & Accommodation Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Speaker / Guest Travel |   |  |
| Staff Travel |   |  |
| Accommodations | Hotels |  |
| Local Transportation | Car rentals, shuttles |  |
| Other (specify) |   |  |
| Total Travel & Accommodation Costs |  |

# Staffing & Volunteer Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Event Staff | On-site staff, coordinators |  |
| Volunteer Expenses | Meals, shirts, etc. |  |
| Event Planning / Coordination Services |   |  |
| Other (specify) |   |  |
| Total Staffing & Volunteer Costs |  |

# Capital Expenditures

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Equipment Purchases | Audio / Visual equipment |  |
| Technology Upgrades | Event management software |  |
| Other (specify) |   |  |
| Total Capital Expenditures |  |

# Contingency & Reserve Funds

## Contingency Fund

|  |
| --- |
| $ |

## Justification for Contingency

Explain the need for contingency funds to account for unforeseen expenses, such as last-minute venue changes, unexpected equipment failures, or emergency expenses.

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## Risk Assessment & Mitigation

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| --- | --- |
| Risks | Mitigation Strategies |
|  |  |
|  |  |

# Cost Summary

|  |  |
| --- | --- |
| Category | Total ($) |
| Total Venue & Logistics Costs |  |
| Total Marketing & Promotions Costs |  |
| Total Entertainment Costs |  |
| Total Travel & Accommodation Costs |  |
| Total Staffing & Volunteer Costs |  |
| Total Capital Expenditures |  |
| Contingency Fund |  |
| Overall Total Budget |  |
| Total Projected Revenue |  |
| Surplus / Deficit |  Surplus + / Deficit – |  |

# Approval Workflow

|  |  |  |
| --- | --- | --- |
| Prepared by | Signature | Date |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| Reviewed by | Signature | Date |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| Approved by | Signature | Date |
|  |  |  |

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