|  |  |
| --- | --- |
| Event Details | |
| Event Name: | |
| Event Organiser: | Company Name: |
| Event Date and Times: | Target Number Expected: |
| Time: | Location/ Venue: |

|  |
| --- |
| Event Overview |
| (This should paint a picture of what the event will look like on the day/s of operation, including what activities, stalls will be there and who will be involved.) |

|  |
| --- |
| Event Objectives and Goals |
| What do you hope to achieve by putting on this event? Who will the event benefit? How will you achieve the goals? How will you measure if it’s a success and if you achieve the goals? |

|  |  |
| --- | --- |
| Key Event Details | |
| **Delete or add rows as required** |  |
| Bump in details |  |
| Event details on the day/s |  |
| Opening time |  |
| Features/ activities to note |  |
| Closing time |  |
| Bump out details (date and time) |  |
|  |  |

|  |
| --- |
| Overview of Running Order |
| This will show more detailed timings on every element of your event once it opens. It should show performance times, special guest appearances or important announcements etc. |

|  |  |
| --- | --- |
| Event Budget | |
| **INCOME (include all funding sources including grants etc.)** | |
| *Sales / donations* | $xx |
| *Sponsorships* | $xx |
| *Grants* | $xx |
|  |  |
| **Total Income** | **$Total income** |
|  |  |
| **EXPENDITURE** | |
| *Site fees/ Venue costs* | $xx |
| *Equipment* | $xx |
| *Performers/ artists/* | $xx |
| *Contractors* | $xx |
| *Marketing / signage* | $xx |
| *Employee costs* | $xx |
|  |  |
| **Total Expenditure** | **$Total expenditure** |

|  |
| --- |
| Key Risk Areas |
| *As the Event organiser you are responsible to ensure your event is safe. In this area provide the key areas of risk and you will need to provide more details in the Risk Assessment.* |

|  |  |
| --- | --- |
| Marketing and Promotion | |
| **Include a top line version of your marketing plan including your key messages, branding identity, look and feel of the marketing campaign and target audience.** | |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |