

## Sample Budget for An Arts Event

### Basic budgeting for an Event

Please note that this example is for reference only. Users are responsible for their own usage and application.

#### Expenses:

#### Notes

<b>Fee for Artist</b>	\$ 600.00	<i>Check if the artist has a <b>GST /TVQ number</b>. If they belong to a professional association, there will be a minimum fee structure.</i>
<b>Travel expenses, if any</b>	\$ 150.00	<i>If the artist asks for travel expenses, you are entitled to ask for a <b>receipt</b></i>
<b>Accommodation, if any</b>	\$ -	<i>Sometimes, an artist will be happy to be <b>billeted</b></i>
<b>Meals, if any</b>	\$ 30.00	<i>See above - ask for a <b>receipt</b></i>
<b>Rental of venue</b>	\$ 250.00	<i>Always try to <b>get a deal</b> on the venue!</i>
<b>Rental of equipment</b>	\$ 60.00	<i>What do you need so that the artist can be seen and heard? (<b>microphones</b>, a sound system, lights?)</i>
<b>Transport?</b>	\$ 95.00	<i>If you need extra equipment, will you have to pick it up? Do you need to <b>rent a van</b>? Remember to budget the return journey as well.</i>
<b>Staff for venue</b>	\$ 100.00	<i>If you are working with volunteers, your costs are minimal. However, you may need to pay a <b>technician, or a custodian</b>.</i>
<b>Advertising</b>	\$ -	<i>Actual ads are expensive! Try to get a media sponsor (radio, newspaper) to give you <b>free advertising</b>. You can also supply information about your event to the local media (expand on your press release). Advertise directly to your mailing list and with flyers.</i>
<b>Printing:</b>		<i>See if you can get <b>free or at-cost printing</b> provided by a local organisation, for credit in the programme. Individually numbered <b>tickets</b> are expensive - look at printing and numbering business cards instead. <b>Flyers and postcards</b> are cheaper than posters, and are good for handing out. <b>Programmes</b> don't have to be glossy - folded 8.5 x 11 works just fine.</i>
Tickets, Posters, Postcards,	\$ 200.00	
Programmes	\$ 25.00	
<b>Other?</b>	\$ 25.00	<i>Will you be selling <b>drinks, snacks</b>? Do you need to buy raffle tickets? Pay for a raffle licence? Any other expenses?</i>
<b>Total Expenses</b>	<b>\$ 1,535.00</b>	

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**Revenues:**

**Notes**

**Ticket sales**

Estimated potential: 100 tickets  
 60% of potential: 60 x \$10.      \$    600.00

*Be realistic about how many tickets you can actually sell. Take into account the size of the venue, and potential audience. Count on no more than **60% of potential sales** in the preliminary budget.*

**Partnership(s)**                      \$    200.00

*Revenue from a local partner (school, bookstore etc.)*

**Funder(s)**                              \$        -

*What **government programs** are available to you? Can you make a case for assistance?*

**Advertising revenue**              \$    100.00

*You may be able to get a local business to take an **ad in your programme**. Remember that if you accept a lot of ads, it may mean more pages, which will make printing more expensive.*

**Sponsorships**                         \$     50.00

*in cash, and in kind. Local businesses often prefer to contribute **goods & services**, rather than cash.*

**Concessions**                          \$    100.00

*Sale of **water, soft drinks, candy bars** etc. Beware of selling alcohol - your profits may be swallowed up by the cost of the licence.*

**Raffle**                                      \$     50.00

*Raffle – if you can **get prizes donated**, this is a great way to raise a little extra cash. Please note that raffles require a **license** in most Canadian communities. If you do not know how to get one, ask someone who does raffles all the time, like a local sports team.*

**Total Revenues**      **\$ 1,100.00**

**Balance**                      **\$ (435.00)**

*If you are in a deficit with your preliminary budget, look at how you can **realistically increase revenues, or decrease expenses**. In this example, you could easily raise ticket prices. With good planning, you should be able to clear a profit, so that you have the seed money for your next arts event.*