

Budget Templates

Below you will find three Tourism Whitsundays Budget templates (to suit smaller events, medium-sized events, and major events). These templates have been designed to provide a 'starting point' for event organisers that may be responsible for overseeing the financial management of the event.

Budget Template 1 – Small Events

<Insert Event Name> Event Budget - Template

The below budget is a simple budget and will be helpful if your event is not complicated or if you don't have much experience with budgets. It is important to understand that the below structure is a generic design and the fields below are easily modified to suit your event specifically.

Tips:

1. The spreadsheet includes formulas that will equate profit as a result of filling in the spreadsheet.
2. Do not 'clear' any of the data; instead click the cell you would like to remove and press 'Backspace'
3. All 'Total' cells will be automatically calculated
4. To remove or add in a row, click on the numbered row and then click Insert/Delete row. Do not click a cell individually to Insert/Delete
5. If you have trouble with the spread sheet, please trouble shoot the problem first to see if it can be solved, otherwise email:
<mailto:events@tourismwhitsundays.com.au>

Budget Item	Income	Expenditure
Naming Rights Sponsor	\$2,000.00	
Rotary Sponsorship	\$2,000.00	
Ticket Sales	\$1,000.00	
Prizes		\$1,000.00
Traffic Control		In-kind
Road Closures - Police		In-kind
Volunteer Lunch		\$200.00
TOTAL	\$5,000.00	\$1,200.00
PROFIT/LOSS TOTAL	\$3,800.00	

Budget Template 2 – Medium-sized Events

<Insert Event Name> Event Budget - Template

The below budget is a simple budget and will be helpful if your event is not complicated or if you don't have much experience with budgets. It is important to understand that the below structure is a generic design and the fields below are easily modified to suit your event specifically.

Tips:

1. The spreadsheet includes formulas that will equate profit as a result of filling in the spreadsheet.
2. Do not 'clear' any of the data; instead click the cell you would like to remove and press 'Backspace'
3. All 'Total' cells will be automatically calculated
4. To remove or add in a row, click on the numbered row and then click Insert/Delete row. Do not click a cell individually to Insert/Delete
5. If you have trouble with the spread sheet, please trouble shoot the problem first to see if it can be solved, otherwise email: <mailto:events@tourismwhitsundays.com.au>

Budget Item	Description	Estimated Income	Actual Income	Estimated Expenditure	Actual Expenditure
	5x\$500.00				
Naming Rights Sponsor	Sponsorship	\$2,500.00	\$2,000.00		
Rotary Sponsorship		\$2,000.00	\$2,000.00		
Ticket Sales		\$1,000.00	\$1,000.00		
Prizes				\$1,000.00	\$1,000.00
Traffic Control				In-kind	In-kind
Road Closures - Police				In-kind	In-kind
Volunteer Lunch				\$200.00	\$200.00
TOTAL		\$5,500.00	\$5,000.00	\$1,200.00	\$1,200.00
ACTUAL PROFIT/LOSS					
TOTAL		\$4,300.00	\$3,800.00		

Budget Template 3 – Major Events

<Insert Event Name> Event Budget - Template

The below budget is modelled on the Events Queensland Budget and will be helpful if you are to apply for funding. It is important to understand that the below structure is a generic design and the fields below are easily modified to suit your event specifically.

Tips:

1. The spreadsheet includes formulas that will equate profit as a result of filling in the spreadsheet.
2. Do not 'clear' any of the data; instead click the cell you would like to remove and press 'Backspace'
3. All 'Total' cells will be automatically calculated
4. To remove or add in a row, click on the numbered row and then click Insert/Delete row. Do not click a cell individually to Insert/Delete
5. If you have trouble with the spread sheet, please trouble shoot the problem first to see if it can be solved, otherwise email:

<mailto:events@tourismwhitsundays.com.au>

Category	Estimated Quantity	Estimated Cost per Unit	Estimated Subtotal	Actual Subtotal	In-Kind Value	Notes
Income						
Grant Funding/ Community Partnerships						
Events Queensland	1	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00	State Funding
Whitsunday Regional Council	1	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00	Local Funding for 2014
Regional Tourism Organisation	1		\$0.00	\$0.00	\$5,000.00	Help with event guidance
Grant Funding/Community Partnerships Costs Total			\$10,000.00	\$10,000.00	\$5,000.00	
Registration/ Ticket Sales						
Adult	200	\$30.00	\$6,000.00	\$5,400.00	\$0.00	Only 180 Adults attended event at \$30.00/adult
Child	50	\$15.00	\$750.00	\$675.00	\$0.00	Only 45 Children attended event at \$15.00/adult
Family Pass	75	\$65.00	\$4,875.00	\$5,200.00	\$0.00	80 Family Passes were purchased at event at \$65.00/family pass
Student/Pensioners	25	\$20.00	\$500.00	\$250.00	\$0.00	Only 10 Student/Pensioner attended the event at \$20/student/pensioner
Registration/Ticket Sales Income Total			\$12,125.00	\$11,525.00	\$0.00	

Sponsorship/Partnerships						
Naming Right Sponsorship	3	\$5,000.00	\$15,000.00	\$15,000.00	\$0.00	Only one Bronze Sponsorship was sold
Partners	0	\$0.00	\$0.00	\$0.00	\$0.00	
Gold Sponsorship	3	\$2,000.00	\$6,000.00	\$6,000.00	\$0.00	
Silver Sponsorship	2	\$1,000.00	\$2,000.00	\$2,000.00	\$0.00	
Bronze Sponsorship	2	\$500.00	\$1,000.00	\$500.00	\$0.00	
Sponsorship/Partnerships Income Total			\$24,000.00	\$23,500.00	\$0.00	

Merchandise						
Hats	20	\$10.00	\$200.00	\$180.00	\$0.00	Only 18 Hats Sold
Shirts	35	\$15.00	\$525.00	\$450.00	\$0.00	Only 30 Shirts Sold
Singlets	40	\$15.00	\$600.00	\$600.00	\$0.00	
Event Programmes	100	\$7.00	\$700.00	\$686.00	\$0.00	Only 98 Event Programmes sold
Merchandise Income Total			\$1,300.00	\$1,916.00	\$0.00	

Other Income						
Taxes	0	\$0.00	\$0.00	\$0.00	\$0.00	
Donations	0	\$0.00	\$0.00	\$0.00	\$0.00	
Site Fees	5	\$150.00	\$750.00	\$750.00	\$0.00	
Other Income Total			\$750.00	\$750.00	\$0.00	

ESTIMATED TOTAL INCOME			\$48,175.00	\$47,691.00	\$5,000.00	
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Expenses						
Administration						
Accounting and Auditing			\$0.00	\$0.00	\$0.00	
Bank Charges			\$0.00	\$0.00	\$0.00	
Committee Meeting Expenses			\$0.00	\$0.00	\$0.00	
Software Maintenance			\$0.00	\$0.00	\$0.00	
Legal Fees			\$0.00	\$0.00	\$0.00	
Printing and Stationary			\$0.00	\$0.00	\$0.00	
Postage/ Telephone/ Fax			\$0.00	\$0.00	\$0.00	

Administration Costs Total			\$0.00	\$0.00	\$0.00
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Insurances

Property/Industrial			\$0.00	\$0.00	\$0.00
Public Liability			\$0.00	\$0.00	\$0.00
Volunteers			\$0.00	\$0.00	\$0.00
Suppliers			\$0.00	\$0.00	\$0.00
Travel			\$0.00	\$0.00	\$0.00
Insurances Costs Total			\$0.00	\$0.00	\$0.00

Travel and Accommodation

Accommodation			\$0.00	\$0.00	\$0.00
Airfares/Fuel			\$0.00	\$0.00	\$0.00
Food and Beverage			\$0.00	\$0.00	\$0.00
Other			\$0.00	\$0.00	\$0.00
Travel and Accommodation Costs Total			\$0.00	\$0.00	\$0.00

Salaries and Fees

Management Fees						
<i>Sponsorship Manager</i>			\$0.00	\$0.00	\$0.00	Sponsorship Manager will earn 10% of Sponsorship Monies Raised - TBC
<i>Event Coordinator</i>	1	\$20,000.00	\$0.00	\$20,000.00	\$0.00	
Consultants			\$0.00	\$0.00	\$0.00	
Workshops	2	\$25.00	\$50.00	\$50.00	\$0.00	
Other e.g. marshals, technical advisors, etc.			\$0.00	\$0.00	\$0.00	
Salaries and Fees Costs Total			\$50.00	\$20,050.00	\$0.00	

Event Research and Evaluation

Strategic Planning			\$0.00	\$0.00	\$0.00	
Economic Impact Study			\$0.00	\$0.00	\$0.00	
Market Research	1	\$5,000.00	\$5,000.00	\$2,500.00	\$2,500.00	Partnership with research company - donated \$2,500 in-kind
Survey Development			\$0.00	\$0.00	\$0.00	
Media Clippings Service	2	\$25.00	\$50.00	\$50.00	\$0.00	
Other			\$0.00	\$0.00	\$0.00	

Event Research and Evaluation Costs Total			\$5,050.00	\$2,550.00	\$2,500.00
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Facility/Venue

Cleaning/Waste Removal			\$0.00	\$0.00	\$0.00
Venue Hire			\$0.00	\$0.00	\$0.00
Infrastructure/ Equipment Hire	1	\$10,000.00	\$10,000.00	\$10,000.00	\$0.00
Safety and Security			\$0.00	\$0.00	\$0.00
Permits and Licenses	2	\$25.00	\$50.00	\$50.00	\$0.00
Other			\$0.00	\$0.00	\$0.00

Facility/Venue Costs Total			\$10,050.00	\$10,050.00	\$0.00
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Ceremonies

Trophies	2	\$80.00	\$160.00	\$160.00	\$0.00
Medals	30	\$13.00	\$390.00	\$390.00	\$0.00
Gifts	1	\$5,000.00	\$5,000.00	\$2,500.00	\$2,500.00
Prize Money	1	\$2,000.00	\$2,000.00	\$2,000.00	\$0.00
Novelty Cheques	2	\$25.00	\$50.00	\$50.00	\$0.00
Other			\$0.00	\$0.00	\$0.00

Range of sponsors supplied \$2,500 worth of gifts

Ceremony Costs Total			\$7,600.00	\$5,100.00	\$2,500.00
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Merchandising

Food and Beverage	50	\$2.00	\$100.00	\$100.00	\$0.00
Clothing			\$0.00	\$0.00	\$0.00
<i>Hats</i>	20	\$5.00	\$100.00	\$100.00	\$0.00
<i>Shirts</i>	35	\$11.00	\$385.00	\$385.00	\$0.00
<i>Singlets</i>	40	\$10.00	\$400.00	\$400.00	\$0.00
<i>Volunteer Uniforms</i>	20	\$15.00	\$300.00	\$300.00	\$0.00
Event Programmes	100	\$0.50	\$50.00	\$50.00	\$0.00

Sausage Sizzle supplies - sausage, bread and sauce

Merchandising Costs Total			\$1,335.00	\$1,335.00	\$0.00
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Entertainment

Performers	5	\$100.00	\$500.00	\$500.00	\$0.00
Travel and Accommodation	35	\$11.00	\$385.00	\$500.00	\$0.00

Accommodation was more expensive than originally planned

Children's Rides	1	\$800.00	\$800.00	\$800.00	\$0.00	\$400.00 Per Day
Face Painting	1	\$100.00	\$100.00	\$100.00	\$0.00	
Entertainment Costs Total			\$1,785.00	\$1,900.00	\$0.00	

Production						
Lighting			\$0.00	\$0.00	\$0.00	
Electricity			\$0.00	\$0.00	\$0.00	
Audio			\$0.00	\$0.00	\$0.00	
Staging			\$0.00	\$0.00	\$0.00	
Production Costs Total			\$0.00	\$0.00	\$0.00	

Operation						
Timing System			\$0.00	\$0.00	\$0.00	
Operation Costs Total			\$0.00	\$0.00	\$0.00	

Ticketing Production						
Registration Software			\$0.00	\$0.00	\$0.00	
Printing of Tickets			\$0.00	\$0.00	\$0.00	
Registration Set up			\$0.00	\$0.00	\$0.00	
Ticketing Costs Total			\$0.00	\$0.00	\$0.00	

Other Event Costs						
Training Courses			\$0.00	\$0.00	\$0.00	
First Aid/Medical Equipment			\$0.00	\$0.00	\$0.00	
Other			\$0.00	\$0.00	\$0.00	
Other Event Costs Total			\$0.00	\$0.00	\$0.00	

Marketing						
Event Flyers			\$0.00	\$0.00	\$0.00	
Event Posters			\$0.00	\$0.00	\$0.00	
Brochures (development and production)			\$0.00	\$0.00	\$0.00	
Mailings			\$0.00	\$0.00	\$0.00	
Postcards			\$0.00	\$0.00	\$0.00	
Television			\$0.00	\$0.00	\$0.00	

Radio			\$0.00	\$0.00	\$0.00
Newspapers			\$0.00	\$0.00	\$0.00
Magazines			\$0.00	\$0.00	\$0.00
Billboards			\$0.00	\$0.00	\$0.00
Bus sides			\$0.00	\$0.00	\$0.00
Website Updates			\$0.00	\$0.00	\$0.00
Online Calendars			\$0.00	\$0.00	\$0.00
Social Media Campaigns			\$0.00	\$0.00	\$0.00
Advertising Costs Total			\$0.00	\$0.00	\$0.00

Public Relations						
Media Releases	5	\$50.00	\$250.00	\$300.00	\$0.00	One extra Media Release was developed
Public Relations Costs Total			\$250.00	\$300.00	\$0.00	

ESTIMATED TOTAL EXPENSES	\$26,120.00	\$5,000.00
ACTUAL TOTAL EXPENSES	\$41,285.00	
ESTIMATED BUDGET OUTCOME (INCOME-EXPENSES)	\$22,055.00	
ACTUAL BUDGET OUTCOME (INCOME-EXPENSES)	\$6,406.00	\$0.00

