

sample event planning budget items

Expenses	Revenues	Items specific to races/5Ks
Promotion <ul style="list-style-type: none"> * posters, banners * website 	Sponsors! <ul style="list-style-type: none"> * "sell" various areas of event <i>...kids' area, t-shirt sponsor, etc.</i> 	Race bibs, safety pins T-shirts Medals or awards Timing company Finish line snacks, water bottles or fruit: bananas, oranges Registration fees (website fees) <ul style="list-style-type: none"> * consider tiered deadline dates
Venue costs <ul style="list-style-type: none"> * Suwanee park rental, staff fees, police, etc. 	Booth rentals <ul style="list-style-type: none"> * upsell amenities such as tables/tents, electricity access 	DJ, sound equipment Course certification Cinch bags or packets
Entertainment <ul style="list-style-type: none"> * DJ, sound & lighting * bands * green room (snacks, etc.) * children's entertainers 	Percentage of vendors' sales <ul style="list-style-type: none"> * inflatables - ticket sales * percentage of food trucks * tasting tickets 	
Decorations or theme items (balloon arch, other fun stuff)	Raffles or donations	
Supplies <ul style="list-style-type: none"> * printing (packets, parking passes, signage) * pens, clipboards, etc. 	Services (face-painting, caricatures, balloons, etc.)	
Equipment rental (as needed) <ul style="list-style-type: none"> * additional tables, chairs * tents or canopies * inflatables, carnival games * portable restrooms 	Sell event merchandise <ul style="list-style-type: none"> * t-shirts, glow items, etc. 	
Recognition items for sponsors, volunteers <ul style="list-style-type: none"> * t-shirts, certificates, etc. 		

Remember: think "TRADE" not "PAID"

Offer to trade for items you need: for example, ask for bottled waters (for volunteers) in exchange for a sponsor listing on your materials, or a free booth space.

