

Event Pricing Guide

To determine the cost per person of an event, we must take into account the fixed and variable expenses. Subtracting any budget monies and dividing by the expected number of attendees will provide a cost per person.

1. Fixed Expense – will not change.
2. Variable expenses - will change based upon the number in attendance.

Please note: It's highly unlikely that you'll need to budget for every item listed below. Put zeros where you can – keep the budget at a minimum!

Fixed Expenses	Budgeted Amount
Audio/Visual Rental Fees	
Decorations	
Door Prizes	
Event Signage	
Miscellaneous	
Publicity	
Room Rental	
Scholarships	
Security	
Speaker's Fee	
Speaker Gift/Welcome Bag	
Speaker's Meals	
Speaker's Travel Expenses	
Tech Crew	
Other	
Total	

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Variable Expenses	Budgeted Amount
Activities	
Childcare	
Favors	
Food	
Lodging Costs for Attendees	
Name Tags	
Paper Products	
Processing Fees (online registration)	
Program Materials	
Rentals (linens, tables, chairs)	
Taxes and Serving Fees	
T-shirts	
Other	
Total	

$$\frac{\text{Fixed Expenses - Budget}}{\text{Number of Attendees}} + \text{Variable Expenses per Person} = \text{Cost per Person}$$

Cost per Person = _____

Let's say your fixed expenses are \$2500. Your women's ministry budget will cover \$500.
 You feel comfortable that at least 50 women will attend. $2000/50=40$
 You'll need to charge \$40 per person PLUS the variable expenses per person.

If the cost per person is too high, find a way to decrease your variable expenses or find away to increase your number of attendees. For example: reuse décor rather than purchasing new, partner with another church to increase attendance, serve dessert instead of meal, or ask if your speaker's fee is negotiable.