

INCOME PROJECTION WORKSHEET FOR EVENTS

Tickets*

<u>Level</u>	<u>Cost</u>	<u>Projected Sales</u>	<u>Projected Income</u>
Platinum	\$ _____ X	_____ =	\$ _____
Gold	\$ _____ X	_____ =	\$ _____
Silver	\$ _____ X	_____ =	\$ _____
General admission	\$ _____ X	_____ =	\$ _____

Sponsorships

Type I	\$ _____ X	_____ =	\$ _____
Type II	\$ _____ X	_____ =	\$ _____

Ad book/program

Front or back cover	\$ _____ X	_____ =	\$ _____
Full page	\$ _____ X	_____ =	\$ _____
Half page	\$ _____ X	_____ =	\$ _____
Quarter page	\$ _____ X	_____ =	\$ _____

* To determine the cost of your tickets, take the total expenses divided by the number of people attending. This should be the minimum cost per person TO BREAK EVEN!

