



201 E. Fifth St., Suite 1900-1025, Cincinnati, OH 45202
937-438-0085, HandbellMusicians.org

Class: Event Budgeting
Virtual Winter Workshop, 2024
Instructor: Linda Onorevole

What a budget can help you do...

- Track revenue and expenses
- Help with overall event planning
- Help mitigate risk (fewer surprises!)
- Provide a clear framework for reporting
- Help with planning future events

*The event budget document can be your master plan for the event.
See event budget sample excel document.*

Expenses

- 1) List everything you can imagine first, and write it all out. This can be like a “wish-list.”
- 2) Then, do the research to see what things cost and enter them on the spreadsheet.
- 3) Once entered, you will have a better idea of what can be afforded – or not!
- 4) Then, you can go back and refine/edit/remove.

To consider when building your expense budget –

- Personnel (instructors, conductors, etc.)
- Venue rental or donation
- Staffing costs, union costs, required staff like security, etc.
- Service charges, e.g. hotels add this to space rental and catering, can be more than 20%!
- Meals – for group, personnel, etc.
- Equipment rental, e.g. trucks for instrument transport, tables, chairs, etc.

“Uniting people through a music art”

- Insurance
- Marketing – program printing, flyers, etc.
- Licensing – performance/livestreaming, ASCAP fees, etc.
- Transportation – e.g. airfare, mileage reimbursement
- Gifts/Awards

Revenue

To consider when building your revenue budget –

- Registration Fees
 - Estimate number of participants
 - Consider the highest amount of people that can be accommodated based on venue, equipment, and instructor ability/preference
 - If event or similar occurred before, review the last 3 years of attendance figures (to determine an average)
- Public performance concert tickets
- Sponsorships – for sponsorship ideas, review expenses and build options that support these directly, or that can be donated for sponsor recognition.
- Donations

The Bottom Line

Once you have everything entered, you can see where you are with revenue vs expenses, and start the process of editing/removing/negotiating.

Best Practices & Recommendations

- Track actuals

- Have a column for notating contingencies, deals, etc.
- Include a column for payment deadlines, mode of payment, date paid
- Utilize worksheets within the master budget excel document and link totals from the worksheets to the front page (see example). This gives space for working through options and when you enter details on the worksheets it will automatically update the main page.

Moving Forward

I am happy to answer questions and help groups and Areas create event budgets. Feel free to contact me! 937-202-0208 is my direct line at HMA, and my email is

linda@handbellmusicians.org.