**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=11142&utm_source=template-word&utm_medium=content&utm_campaign=Sample+Event+Budget+Proposal-word-11142&lpa=Sample+Event+Budget+Proposal+word+11142)Event Budget Proposal   
Template – Example**

Event Budget Proposal

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Event Name | | | | Event Date | |
| Global Health & Wellness Conference | | | | August 15–17, 20XX | |
|  |  |  |  |  |  |
| Event Location | | | | | |
| New York City, USA | | | | | |
| Department / Organization | | | | Submission Date | |
| Bright Wave | | | | February 20, 20XX | |
| Prepared by | | Reviewed by | | Approved by | |
| Romy Bailey | | Sasha Petrov | | Tamika Marshall | |

# Executive Summary & Objectives

## Overview

Provide a summary of the event, its purpose, and alignment with the organization’s goals or mission. Outline the expected impact or outcomes of the event.

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| The Global Health & Wellness Conference brings together thought leaders, medical professionals, and health advocates to discuss the latest trends and innovations in public health, mental wellness, and medical technology. This event aligns with the Bright Wave mission to foster knowledge sharing and collaboration in the global health sector. |

## Event Objectives

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| * Host 1,000+ attendees from 25 countries. * Facilitate networking sessions for public health professionals and organizations. * Launch two major initiatives related to mental health awareness and technology integration in healthcare. | | | | | |
|  |  |  |  |  |  |

## Total Budget

|  |
| --- |
| $720,000 |

# Budget Proposal Justification

## Justification

Explain the necessity of the proposed budget for delivering a successful event. Justify the major expense categories: venue, marketing, and guest speakers/entertainment. Provide reasoning for technology, logistics, and travel investments, especially if they are higher than previous events or budgets.

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| This budget is essential to delivering a successful and impactful event. The venue costs represent a significant portion of the budget, as the event will occur in a major metropolitan city. Investments in technology and logistics are critical for ensuring a smooth experience for in-person and virtual attendees. Additional fund allocations cover international guest speakers, marketing, and security, given the scale of the conference. |

## Key Investments

|  |  |
| --- | --- |
| Venue & Logistics | High-end venue, AV setup, and decorations |
| Marketing | Focus on digital and print campaigns to reach a global audience |
| Speakers & Entertainment | Prominent guest speakers and entertainment during networking sessions |

# Revenue Projections

|  |  |
| --- | --- |
| Revenue Source | Amount ($) |
| Ticket Sales | $350,000 |
| Sponsorships | $150,000 |
| Grants / Subsidies | $50,000 |
| Vendor Fees | $30,000 |
| Merchandise Sales | $20,000 |
| Donations | $10,000 |
| Other (specify) |  |
| Total Projected Revenue | $610,000 |

# Venue & Logistics Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Venue Rental | Rental fees for the event space | $120,000 |
| Venue Setup & Decoration | Staging, seating, decorations | $40,000 |
| AV Equipment & Technical Setup | Sound systems, lighting, screens | $30,000 |
| Security | On-site security for the event | $20,000 |
| Clean-up & Maintenance | Post-event cleaning, waste management | $15,000 |
| Total Venue & Logistics Costs | | $225,000 |

# Marketing & Promotions Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Digital Marketing | Ads, social media campaign | $50,000 |
| Print Materials | Flyers, posters | $15,000 |
| Promotional Merchandise |  | $10,000 |
| Website Development / Hosting Costs |  | $20,000 |
| Other (specify) |  |  |
| Total Marketing & Promotions Costs | | $95,000 |

# Speaker, Entertainment, & Program Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Guest Speaker Fees |  | $80,000 |
| Entertainment | Bands, DJs, etc. | $30,000 |
| Program Materials | Handouts, agendas | $10,000 |
| Event MC / Host |  | $15,000 |
| Other (specify) |  |  |
| Total Entertainment Costs | | $135,000 |

# Travel & Accommodation Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Speaker / Guest Travel |  | $40,000 |
| Staff Travel |  | $20,000 |
| Accommodations | Hotels | $30,000 |
| Local Transportation | Car rentals, shuttles | $10,000 |
| Other (specify) |  |  |
| Total Travel & Accommodation Costs | | $100,000 |

# Staffing & Volunteer Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Event Staff | On-site staff, coordinators | $50,000 |
| Volunteer Expenses | Meals, shirts, etc. | $10,000 |
| Event Planning / Coordination Services |  | $25,000 |
| Other (specify) |  |  |
| Total Staffing & Volunteer Costs | | $85,000 |

# Capital Expenditures

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Equipment Purchases | Audio / Visual equipment | $20,000 |
| Technology Upgrades | Event management software | $10,000 |
| Other (specify) |  |  |
| Total Capital Expenditures | | $30,000 |

# Contingency & Reserve Funds

## Contingency Fund

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| --- |
| $50,000 |

## Justification for Contingency

Explain the need for contingency funds to account for unforeseen expenses, such as last-minute venue changes, unexpected equipment failures, or emergency expenses.

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| The contingency fund accounts for unforeseen costs, such as unexpected changes in the guestlist or venue, additional travel requirements, or fluctuating food and beverage costs. |

## Risk Assessment & Mitigation

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| Risks | Mitigation Strategies |
| Risk 1: Weather disruptions could impact travel plans for international speakers. | Have backup speakers ready and arrange virtual sessions. |
| Risk 2: Technical issues during live-streaming sessions may impact virtual attendees. | Employ a dedicated tech support team to monitor and address issues promptly. |

# Cost Summary

|  |  |  |
| --- | --- | --- |
| Category | | Total ($) |
| Total Venue & Logistics Costs | | $225,000 |
| Total Marketing & Promotions Costs | | $95,000 |
| Total Entertainment Costs | | $135,000 |
| Total Travel & Accommodation Costs | | $100,000 |
| Total Staffing & Volunteer Costs | | $85,000 |
| Total Capital Expenditures | | $30,000 |
| Contingency Fund | | $50,000 |
| Overall Total Budget | | $720,000 |
| Total Projected Revenue | | $610,000 |
| Surplus / Deficit | Deficit – | -$110,000 |

# Approval Workflow

|  |  |  |
| --- | --- | --- |
| Prepared by | Signature | Date |
| Romy Bailey |  | February 20, 20XX |

|  |  |  |
| --- | --- | --- |
| Reviewed by | Signature | Date |
| Sasha Petrov |  | February 22, 20XX |

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| --- | --- | --- |
| Approved by | Signature | Date |
| Tamika Marshall |  | February 25, 20XX |

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