

# Festival Budget planning

Puppeteers of America



# Kathleen Conroy

Consultant with Next in Nonprofits

PofA member

CONTACT:

[kconroymn@gmail.com](mailto:kconroymn@gmail.com)

# Expenses

- Venue
- Housing
- Food & Beverage
- Performers/Presenters
- Staffing
- Transportation
- Marketing/Communications
- Technology/Registration/Remote event
- Contingency/Emergency Planning

# Revenue/Income

- Advertising
- Ticket Sales
- Registration
- Grants
- Sponsorships
- Merchandise

# Building Your Budget

1. Budget Item
2. Projected Expense
3. Actual Expense
4. Details/Notes

<https://www.puppeteers.org/resources/Documents/Regional-Fest-Budget.pdf>

## INCOME

**Festival Budget Year:**

<b>INCOME</b>	<b>Quantity</b>	<b>BUDGET</b>	<b>ACTUAL</b>
<i>Seed Money amount and source</i>			
4118 Advertising			
4115 Registration			
4116 Ticket Sales			
4200 Store Income			
4212 Festival Merch/T-Shirts			
Lodging			
Meals			
4300 Corporate sponsorship amount/source			
Special Programming			
4590 Miscellaneous			

# P of A Proposed Budget Template

<https://www.puppeteers.org/resources/Documents/Regional-Fest-Budget.pdf>

## EXPENSE

**Festival Budget Year:**

<b>EXPENSES</b>	<b>Quantity</b>	<b>BUDGET</b>	<b>ACTUAL</b>
-----------------	-----------------	---------------	---------------

### **Festival Lodging**

Registrants			
Admin Staff			
Early & Extra			
Performers			

### **Meals**

Registrants			
-------------	--	--	--

# Festival Budget Tracker Example

B	C	D	E	F	G	H	I	J	K	L	M	N	O
							Sub-Total	Budget Total	Currently Anticipated	Actual To Date	Contracted To Date	Yearly Total	Account Report
<b>INCOME:</b>													
				number		cost/per							
	Advertising			7		\$ 125	\$ 875						\$ -
	Interest						\$ -						
	Registration			50		\$ 160	\$ 8,000						\$ -
	Theater Receipts						\$ 13,335						\$ -
	Meals			0		\$ -	\$ -						\$ -
	Misc.						\$ -						
	Advance from P of A						\$ -						
	Puppetry Store			25%		\$ -	\$ -						\$ -
	Souvenirs			0		\$ -	\$ -						\$ -
	Performer Documentation						\$ 450						
	MRAC Grant						\$ 10,000						
	Sponsorships						\$ 5,000						
<b>Total Income</b>								\$ 37,660	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Budget 200__</b>													
<b>EXPENSES:</b>													
				number		cost/per	Sub-Total	Budget Total	Currently Anticipated	Actual To Date	Contracted To Date	Yearly Total	Final Account Report
	Labels												
	Stationary												
	Brochures/Flyers						\$ 1,500						\$ -
	Workshop Manual						\$ -						
	Misc. T shirts												
	Advertising						\$ 500						



# Staff

Who is doing what?

# Registration

What to charge?



# THE FORMULA

It is all about ROI

Total Revenue  $\div$  Total Cost = Dollar return per dollar invested

Example:

\$15,000  $\div$  \$7,500 = \$2.00

That is \$2.00 earned for every dollar spent.

Ideally you want to have a \$5.00 ROI for every dollar spent.

# Registration Fees

## PofA Members

Registration Price:

--

Meals & Housing:

--

Total Package Cost (PofA members):

--

\* If meals and/or room are "on their own" please explain the arrangements here:

---

---

---

---

*Please note that non-members should be advised that joining PofA before registering guarantees the member price of registration and the non-member cost should be **at least the cost of PofA membership plus \$10** to encourage people to join.*

## PofA Non-Members

Registration:

--

Meals & Housing:

--

Total Package Cost for non-members:

--