**EVENT SUMMARY SHEET**

Name of Event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Any sponsors \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

General Description of Event:

To Do Checklist and Work sheet Use extra sheet (this will be valuable for next year)

# of people needed / which duties they performed / their cost for their services

 per hour/ total

Advertising

What Where Cost

Ads

E Newsletter

PR/Print

Radio

In store/flyers/posters/signs

Other

Total Advertising \_\_\_\_\_\_\_\_

Other individual Costs

Total costs (add other page to above list)

Day of Event Evaluation

Overall Evaluation

Weather

Timing evaluation – too long, too short, more prep time

Monetary Benefits - # sales ideally per category

Benefits from the day (non monetary\_) # of leads, # of emails added to list, # happy customers

Things I would change or do differently