

DRAFT SUMMARY BUSINESS PLAN FOR COMMUNITY EVENTS

1 COVER PAGE

Name of Event
Name and address of event organiser
Contact telephone/facsimile numbers, e-mail address

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3 EXECUTIVE SUMMARY

4 PURPOSE OF THE APPLICATION OR PROPOSAL

- Amount of funding required
- How funds will be used
- Grant or sponsorship

5 DESCRIPTION OF THE EVENT

6 LOCATION OF THE EVENT

- Location and description of event venue.

7 MANAGEMENT STRUCTURE AND TEAM SUPPORT

- Legal structure of the organising body.
- Management team and human resources
- Skills of the organising body and its members

8 OPERATION AND VALUE ADDING

- Duration of event
- Value adding activities

9 MARKETING PLAN

- Identification of target markets
- Branding policy
- Marketing budget, strategies and action plan
- Participants/competitors
- Trends in the market and projections of attendance
- Incentives to attract spectators

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The table below is an example of how to set out a marketing strategy and action plan

Activity	Distribution	Timing	Responsibility	Cost
What action? i.e. production of flier, preparation of media release etc	Where fliers to go to – local, interstate? Where will media releases be sent?	(date by which this should be done)	Who will have responsibility for implementing the task	\$

10 SWOT ANALYSIS

- Strengths
- Weaknesses (these are *within* the organisation/event)
- Opportunities
- Threats (these come from *outside*)

11 MONITORING PERFORMANCE

- Monitoring procedures
- Debriefing
- Visitor and survey
- Competitor survey

12 FINANCIAL DATA

• Grants and Sponsorship

- Details of grant or sponsorship required
- Sponsorship proposal detailing level of sponsorship and benefits to sponsors
- Grant funding - benefits to community

• Income and Expenses Statement

- Pricing
- Projected income from all sources and expenses in the table below.

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INCOME SOURCES	\$	EXPENSES	\$
Competitor Entry Fees		Catering costs	
Sponsorship/Grants		Licences	
Gate takings		Security (if necessary)	
Hire of space to vendors		Hiring costs (from infrastructure table)and including sponsors tents	
Catering – Food		Capital costs	
Drinks		Public Liability and other Insurance	
Donations		Production of promotional items	
Sale of souvenirs		Marketing expenses (from Marketing Plan)	
Raffles		Public address system	
Other value adding activities e.g. Concert tickets, competitions		Gifts to Special Guests	
Other			
TOTAL			

- **Infrastructure Requirements**

CAPITAL ITEMS	COST	HIRE ITEMS	COST
TOTAL			

- **Profit and Loss Statements**

- Profit and loss statement of the event
- Give income statements
- Include any explanatory comments on the reports if necessary.

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- **Supporting Documentation**

- Certificate of Incorporation
- Business name
- Copies of licenses or approvals
- Proof of Public Liability Insurance Cover
- Copies of any contracts or agreements relating to the event
- Examples of promotional material and media releases relating to previous events
- Other appropriate documentation
- Photographs of event site.