

Appendix D: Event Checklist and Budget Estimate Sheet

Organized by: _____

Telephone _____ (daytime) _____ (evening)

Mailing address _____

Email address _____

Event name: _____

Purpose: _____

Target audience: _____

Date: _____ Time: _____

Location/Venue: _____

Expected attendance: _____

Admission price: \$_____ Purdue Alumni members \$_____ Non-members

ESTIMATED TOTAL INCOME: \$_____

Projected Expenses:

Facilities/room rental charges \$_____

Set-up charges/fees \$_____

Rental equipment (includes audio-visual, tents, risers, tables, chairs, etc.) \$_____

Food \$_____

Beverages \$_____

Bartender fees/gratuities \$_____

Promotional materials (includes printing and mailing of invites, signage, programs, flyers, etc.) \$_____

Decorations \$_____

Entertainment \$_____

Transportation (includes buses, vans, parking, valets, and gratuities for drivers, etc.) \$_____

Miscellaneous (includes plaques, photos, speaker travel/expenses, and supplies, etc.) \$_____

ESTIMATED TOTAL EXPENSES: \$_____

Other alumni volunteers who will assist with the event:

1) _____

2) _____

3) _____

4) _____

5) _____

Appendix D (cont.):

Purdue Alumni

EVENT PLANNING CHECKLIST

12 or More Weeks before the Event

- ☐ Confirm the event date with Purdue Alumni and set an RSVP date.
- ☐ Outline event program, including objectives, guest speaker, etc.
- ☐ Assign responsibilities.
- ☐ Establish event budget, including facility rental, food and supplies, decorations, printed materials, A/V equipment, door prizes, gratuities, etc.
- ☐ Calculate per-person event costs.
- ☐ Contact Director of Clubs for Purdue Alumni for mailing assistance, and publicity assistance.

10 Weeks before the Event

- ☐ Select and reserve location. Things to consider:
 - Is there convenient and adequate parking?
 - Is there an acceptable billing arrangement?
 - Is the room size appropriate for the crowd?
 - Is the noise level, too loud to have a speaker?
 - Reserve A/V equipment, if needed.
- ☐ Set menu and arrange for bar service, if appropriate.

Eight Weeks before the Event

- ☐ Determine “staffing” needs for event, i.e. a guest book/name tag table attendant, food servers, clean-up crew, etc. as needed.
- ☐ Recruit members to staff the event.
- ☐ Notify Director of Clubs for Purdue Alumni of any special needs for the event.
- ☐ Forward to Purdue Alumni event information for mailer.

Six Weeks before the Event

- ☐ Send snail mail invitations.
- ☐ Order/purchase door prizes and other supplies.

Two-Three Weeks before the Event

- ☐ Call members who have not responded.
- ☐ Work with Director of Clubs for Purdue Alumni to finalize publicity with local media, if appropriate.
- ☐ Purdue Alumni sends e-mail for event.

One Week before the Event

- ☐ Prepare registration materials and name tags.
- ☐ Provide final count to facility managers and caterers, as needed.
- ☐ Send list of attendees to Purdue Alumni.

Day of the Event

- ☐ Arrive 1-2 hours prior to event to make sure facility is arranged properly.
- ☐ Recognize guests and speakers.
- ☐ Distribute event evaluations, and collect them when completed.

Following the Event

- ☐ Mail thank-you notes to participants and/or helpers.