

EVENTS, ACTIVITIES, & PROGRAMMING BUDGETING GUIDE

This budgeting guide is meant to be a tool for helping your organization to plan a successful event, activity, or program. Budgeting is one of the first steps in planning a successful activity. This should be determined BEFORE you commit to hosting an event; doing this will mitigate any challenges or surprises that you may encounter during the planning process. While some items on this budget guide may not apply, we wanted to create a guide that would be helpful no matter the size of event.

“By failing to prepare, you are preparing to fail.” ~ Benjamin Franklin

“A budget doesn’t limit your freedom; it gives you freedom.” ~Rachel Cruze

TIP: If you are looking at applying for any institute funding, grant, subsidy, or any kind of donation for your activity, complete this ahead of time (1-2 months) and do the math on what you’ll need for your event; it makes the application process or ‘ask’ much easier!

Establishing a budget: It’s important to understand your budget before you embark in the program planning process. Here are two suggested starting points to begin this process.

1. Establish a max budget to live within and determine whether the event is feasible with funding available.
2. Build the budget as you go. If costs rise higher, you may need to charge admission, fundraise, or apply for Institute funding.

Questions To Ask?

Should we Charge Admission for our Event? This is your call. The questions we would ask are... When does the benefit of more revenue from students outweigh the message or activity because a free event may get more students?

You can collect money for an activity in a variety of ways.

1. *Alternative Venmo.* This process is done through JotForm's (an online form) and Authroize.net (online credit card payment application, i.e., Square, Stripe, or Toast). This will need to be set up by setting up a meeting with the Student Financial Hub (Hub) to discuss the form design and parameters. The Hub will design and set up the form for use. All the organizers need to do is to send the form link around. All the money collection is don’t behind the scenes and will be deposited directly into your House PTA. FYI - This process takes about a month for you to see the credits on your PTA account.
2. *Cash collection day of event.* Think of it like a cover or door fee. Note that this may not be ideal because your collection amount may be unknown and may not cover any extra cost.

What Sources of Funding are Available? You may be able to apply for additional funding depending on what your event and activity is and what the purpose or outcome is. Below are a few additional funding sources you can investigate.

More details about each of these options on the [ORE Student Financial Hub](#)

1. House Endowment Account
2. Student Retreat & Activity Fund
3. Moore-Hufstedler Fund
4. Fundraising and Corporate Sponsorship

How can we fundraise for the event? Great question! Check out the fundraising guide on the ORE website (more information to come).

Will there be any vendor contracts or agreements? If you are anticipating that there will be a contract or any type of agreement with a vendor providing a service for your event, you need to factor in enough time to allow the Caltech Procurement Office to review and sign the contract on your behalf. This is required and Procurement needs at least 4 weeks lead time. You will send your contract to the Hub for review, and they will submit it on your events behalf. The Hub will act as liaison.

Cost Estimates and Items to Note:

Food/Catering:

- Dining Services: [Catering | Dining \(caltech.edu\)](#). For additional information, please contact catering@caltech.edu
- Outside Catering: Chipotle, Panda Express, Zankou, etc.

ALCOHOL & Bartenders: Events registration has stipulations and parameters around both alcohol and bartenders. You will need to fill out the Alcohol Sheet and get Events to approve your alcohol purchase before the event. Additionally, if a bartender is required for your event. The Event's Office will help you make those arrangements.

Supplies & Decorations: Before you buy supplies for your event, check to see what can be provided for free versus what would need to be purchased. Additionally, if you will be purchasing something that needs to be stored, develop a plan on where to store it long-term before you purchase the item.

- ORE - ORE has two projects, two sets of speakers, a block rocker, microphone(s), and other various items for student use. Please reach out to [ORE](#) or used [booked](#) to reserve an item.
- Caltech Y: [Rentals](#)
- ASCIT or GSC. May have equipment and other items for student use. Please reach out to the Leadership team directly.
- Academic Media Technologies ([AMT](#))
- Tom Mannion – [Tom](#) has a garage full of tables, chairs, and other equipment that students can use. Please reach out to him directly to arrange.
- Athletics, Facilities, or Other Clubs

Film Screening: Depending on the film type and the purpose of the film, cost may vary. Depending on the film you may need to purchase the film's license. Please note the following when you are planning on showing a film at your activity.

- Films shown under an educational license are not allowed to have admission charges.
- Netflix films are a gray area; see ORE if you have questions.
- The Caltech Library has a list of films that Caltech has already purchased the rights to. Please find the list here: [How do I access Caltech Library-licensed films or videos? - LibAnswers](#)

Electrical and Lighting: Extra lighting and electricity can be arranged through the Facilities Service Request platform found on Access.

Security: If you're hosting an event that may have a higher level of risk (such as serving alcohol or performers/activities that may cause damage to people, persons, or property), you may need to consider security or extra security; even if it's just for crowd-control purposes. These security services may cost and may need to be scheduled in advance. Please be aware of this. Security needs may also be determined through the Event Registration process.

Insurance: Be aware that you may need to purchase additional insurance for an event. This can vary per event and in cost. Here are some events that have needed additional insurance purchases: some venues, inflatables, live animals, carnival games, snow hills, race cars, hot air balloons, controversial speakers, live lumberjacks, illusionists, etc.

Transportation: Below are two bus companies that Caltech has used in the past.

- First Student Charter
800-309-1421; <https://firstcharterbus.com>
- California Excursions & Transportation Inc.
Alex: alex@californiaexcursions.com; info@californiaexcursions.com
310-563-1300; 800-303-9433; <https://californiaexcursions.com>

Miscellaneous: Here are some items that you may need but may be forgetting.

- Sprinkler shut off,
- Equipment deliveries,
- Special approvals from VPSA, EPG, Facilities, Security, etc.

BUDGET SHEET:

Description or Item	Estimated Cost
Food/non-alcoholic beverages <i>*Be conscience of food waste, etc. *</i>	\$
Alcohol/Bartender(s) <i>*Must be approved by ORE*</i>	\$
Venue <i>*A contract may be required. And must be submitted 4 weeks in advance*</i>	\$
Supplies & Décor	\$
Transportation	\$
Security	\$
Speaker/Performer/Entertainment/Honorarium <i>*A contract may be required. Contracts must be submitted 4 weeks in advance*</i> <i>*Additional Tax documents may also be needed. *</i>	\$
Prizes or Giveaways	\$
A/V	\$
Facilities: Custodial, lighting, electrical, set-up/tear-down	\$
Other: Specialty equipment, screening fees, advertising costs, etc.	\$
EXPENSES GRAND TOTAL	\$

FUNDING SOURCES

Funding Source Description	Total
	\$
	\$
	\$
	\$
	\$
FUNDING GRAND TOTAL	\$

NOTES: