

## SPECIAL EVENT PROSPECTUS

The following can be useful in determining whether or not a special event will be profitable. Working through this with your fellow committee members will give you a good idea of how feasible your proposal is.

Name of Event: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsor(s) of event: \_\_\_\_\_

Description (include general description of event and purpose): \_\_\_\_\_

\_\_\_\_\_

### **Budgeted Expenses**

Facility rental	\$ _____
Prizes/incentives	\$ _____
Food/refreshments	\$ _____
Promotional material	\$ _____
Printing	\$ _____
Postage	\$ _____
Fees/honoraria, etc.	\$ _____
travel	\$ _____
Other:	\$ _____

**Total:**

### **Revenue Projections**

Gross Dollar goal	\$ _____
Budgeted expenses	\$ _____
Net dollar goal	\$ _____

### **Strategies to Generate Income**

How will income be generated (pledges, at-will contributions, ticket purchases, etc.)?

How and when will income be collected?

Incentives (raffles, door prizes) to attract participants and sponsors to the event:

If incentives are used, what is the plan for distribution?

Publicity/promotion to publicize the event, obtain participants, etc.:

**General Time Frame**

Month: \_\_\_\_\_

Year: \_\_\_\_\_

Key volunteers recruited by: \_\_\_\_\_ Promotion begins: \_\_\_\_\_

Event date: \_\_\_\_\_

**Organizational Responsibilities**

Who will be responsible for the following key activities?

Developing materials: \_\_\_\_\_

Recruiting volunteers: \_\_\_\_\_

Recruiting participants: \_\_\_\_\_

Promotion and publicity: \_\_\_\_\_

Collecting money: \_\_\_\_\_

Paying expenses: \_\_\_\_\_

Types(i.e., committee chairperson), numbers  
and sources of volunteers: \_\_\_\_\_

\_\_\_\_\_

**Staff Support Needed**

Staffer's name

Responsibility

Estimated hours

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**Sponsor Information**(photocopy sponsorship section as needed)

Sponsor name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Types of support offered (monetary, product, space, services, etc.): \_\_\_\_\_

\_\_\_\_\_

**Given this information, does your event idea seem feasible:** \_\_\_\_ Yes \_\_\_\_ No

For more information about the Special Event Prospectus, contact Kandice Kinlaw, Office of University and Community Relations, at 910.521.6330 or [kandice.kinlaw@uncp.edu](mailto:kandice.kinlaw@uncp.edu).