# Event Proposal Template

The Society requires that event budgets must be submitted in writing and approved by the group. A proposal to create an event or to be steward of a repeating event is required to include certain items. Others help to increase the likelihood that the Society Chapter (or its decision making body) will support the proposal. “The budget must include estimated income and expenses, expected attendance, rates charged, and the number of free admissions (if any). A copy of this budget must be given to the Baronial Exchequer (SCA, Inc, *Kingdom Officer’s* 2007).”

See the discussion of the template sections on page 3-4.

**TEMPLATE:**

**[**Event Name**] Proposal**

**DATE:**

Or a list of dates if the Site you want to use is not already booked**.**

**LOCATION**, with address.

**THEME:** What is the purpose of this event?

* **Your VISION for the event:**
* **How complex is this event?**
* **Who is your Potential Audience?**

**STAFF:**

* **Event Steward**:
* **Drop Dead Deputy**:
* **Gate**:
* **Other staff:**

**Tentative SCHEDULE:**

Set up time:

Gate opens:

[List times of event activities (classes, tournaments, court, etc., if known]

Event ends:

Clean up time:

**BUDGET**:

$\_\_\_\_\_ Cost of Site

$\_\_\_\_\_ Decorating, Advertising, Gate Supplies, Printing Materials, Other

$\_\_\_\_\_ Lunch budget

$\_\_\_\_\_ Feast Budget

$\_\_\_\_\_ Cost and \_\_\_\_ number of free admissions (if any).

$\_\_\_\_\_ Fudge Factor (for unexpected issues)

**$**\_\_\_\_\_ **Total**

**Site Fee:**

$\_\_\_\_ Adults

$\_\_\_\_ Children

$\_\_\_\_ Family Cap (2 adults & 2 children)

**Breakeven:** \_\_\_\_ Adults

(Last year’s attendance was \_\_\_\_\_ adults.)

Formula: event budget total ÷ adult gate fee = number needed to break even

**ANY ADDITIONAL Information:**

**Event Proposal Template Discussion**

As noted above, some items ore required by Kingdom or Society law to be included in an event proposal. Other items on this template are important items an event steward should know before you submit your event idea for the consideration of the sponsoring group. If you have more information ready, you can include it. Not all groups will expect this level of detail, but many Society Chapters at all levels have high standards for proposals. This is so the group (or its decision making body) will know in as much detail as possible what kind of event they are being asked to support before they agree to commit group funds, time, and effort.

Here is the template again with discussion of each item. This template was designed with the help of several experienced event stewards and officers. Thanks to all who read, edited and commented.

**DATE:** Have you booked the site? Then you have a date.Or offer a list of dates if the Site you want to use is not already booked**.**

**LOCATION**, with address. Consider describing the site if it is not one your group has used before.

**THEME:** What is the purpose of this event?

* **Your VISION for the event:** a statement that encompasses the feel of the event. What the event steward hopes participants to walk away from the event with. Describe the best possible outcome of the event.
  + **Vision Example #1: “**A tournament should be a festival of arts and sciences. Medieval tournaments incorporated prowess, heraldry, arts, skill in combat, chivalry, and dancing all together, in much more of a seamless progression than many of our SCA events are currently run. The vision of this year’s Grand Tournament is just that, a grand tournament which hopefully will bring together these elements into something more engaging and exciting for both fighters and non-fighters (Stevenson, Anne. Personal Communication December 1, 2015).”
  + **Vision Example #2**: “…at the end of the day we will have a new Crown Prince and Princess, and will have celebrated the continuation of the Kingdom with a feast and Ball (Stevenson, Anne. Personal Communication December 1, 2015).”
* **How complex is this event?** Is it a Coronation, or a local get together?
* **Who is your Potential Audience?** Who do you expect to attend this event? People local to your region? The Crown and most of your Kingdom? All the Dancers in the Kingdom and some from far away?
* **How will you market your event to your audience?**

**STAFF:** Who has joined you in this bid or agreed to work on the event in a leadership role?

Some Staff positions to fill are:

* **Event Steward**: This is YOU.
* **Drop Dead Deputy**: Who will take over if something forces you to drop out of this activity? This may be your most important post. It should be someone you trust and who you think can do the job as the branch would wish in your absence.
* **Gate**: Who will organize and supervise the entrance, take site fees, ensure waivers are executed correctly, and work with the Exchequer to manage monies securely?
* Whatever **other staff** is very important for this particular event (Marshal in Charge for a fighting event, Arts & Sciences activities coordinator for a class-based event, etc.)

**Tentative SCHEDULE:** What will happen at your event? If you have even a rough plan include it. Make note where times may have to change: for example, anything that includes the presence of the Crown or Territorial Barons and Baronesses.

**At least be prepared to say** when Gate opens and when the Event ends and Clean up begins. Setup times and days are important, too.

**BUDGET:** This is the most important but least enticing part of your proposal in many cases. A group may refuse branch approval and support if the budget does not look valid and practical. People will be more likely to approve your event if the theme and vision are attractive, but your event may fail financially if budget is not well thought out in the planning stages. The *Exchequer Branch Officer's Handbook* offers this advice:

“The basic premise behind event financing is that expected income should cover expected expenses. … It is a good idea to overestimate expenses by about 10% to allow for unexpected situations. … There is a very fine line between overcharging and underestimating attendance… They are both something to avoid. … In general, planning to break even is the safest path. Learn from each year’s event to better estimate the break-even point. (SCA, Inc *Exchequer Branch,* 2007, 77).”

**Budget Example**

$215 Cost of Site

$150 Decorating, Advertising, Gate Supplies, Printing Materials

$500 Lunch budget

$ 0 Cost and \_0\_ number of free admissions (if any).

$135 Fudge Factor (for unexpected issues, last minute needs)

**$1000 Total**

**Site Fee:**

$12 Adults

$6 Children

$36 Family Cap (2 adults & 2 children)

**Breakeven:** \_\_\_\_ Adults

(Last year’s attendance was \_\_\_\_\_ adults)

Why do you need this? Because your budget should run on an expected level of attendance, not a very optimistic level of attendance. If your event is not one that repeats, look at the attendance for similar events your group has done.

**OPTIONAL Additional Items to include:** More details may be useful in getting your proposal understood and approved, especially with an event that is at a new site, or has a new theme, or is different from anything your group has done before. If you have not worked out a detail, say this in your proposal. But if you have, be prepared to talk about it if you think it will help the group understand your proposal better.

Explain how you will publicize this event, and what audience those publication methods will reach.

Theme plans could include more details about the kind of event this is, and how your activities actually support that theme.

Add the staff positions you know you will want even if there is no one in place yet. Examples:

* Coordinators for particular activities:
  + Marshal for Combat
  + Marshall for Fencing
  + Youth Activities Coordinator
  + Class Coordinator
* Lunch Manager: Who will plan and probably cook and sell lunch foods?
* Master of Revels: Will there be special performances, activities, dancing during the day or before and after Court? Who will be sure Court is set up and prepared for the Royalty and/or Territorial Barons and Baronesses attending?
* Royalty Liaison: Who will communicate with visiting Royalty and/or Territorital Barons and Baronesses? Who provides gifts for Royalty, arranges the Royalty Room, and coordinates loading/unloading of royal visitors’ vehicles?
* Setup/Teardown: Leader for the preparation of the site for the event, and for the removal and return to storage of all equipment used or borrowed.

Answer “Why are you doing that?” questions: You may get questions about your budget, planned activities, why you need a Marshal and some of the Baronial List Field parts transported for an Arts Class event.… Is it because you have invited a Laurel in Historic Combat Styles to teach?

**References**

SCA, I. (2007). *Chancellor of the Exchequer Branch Officer’s Reference Handbook* (p. 109). Society for Creative Anachronism, Inc. Retrieved from <http://www.sca.org/docs/finpolicies/LocalExchequerHandbook.pdf>

SCA, Inc. (2007). *Chancellor of the Exchequer Kingdom Officer’s Reference Handbook* (p. 60). Society for Creative Anachronism, Inc. Retrieved from <http://www.sca.org/docs/finpolicies/KingdomExchequerHandbook.pdf>