

Last Updated: 6/23/2014
 PGRTAZ SF 2014 Budget
 approved 11/11/2013
 (exp based upon **150 paying**
 attendees, 175 attending)
 Event Day Slippage factor =
 10%

5%
 discount
 Renew,
 5% early
 commit
 before
 11/15

2014
Actual **2014**
Notes

	Price			Sub	Total					
Attendance		Qu Members								
Early Early (3/3 - 4/15) (bundles) 10 bundles	110	40		4400					1760	16
Early Bird (4/16 - 5/15): Mem	125	30		3750			Member		4125	33
Non Mem	160	20		3200	6950		Non Member		1440	9
Standard (5/16 - 5/30): Mem	140	5		700			Member		1680	12
Non Mem	180	15		2700	3400		Non Member		5760	32
ATD (5/31 - 6/2)	160	5		800			Member:		0	
	199	4		796	1596		Non Member		398	2
VIP/PP/Cttee/Volunteers	110	30		3300					1430	13
Past Presidents?									0	
Media	45	10		450	450				0	
Free Attendees (speakers/sponsor reps)	92	30							-3772	41
<i>Total registrations:</i>		189	15000		19646				11061	
Sponsor Sales										
50/50 drawing	20	75	1500	750					270	
Media Sponsor (KJZZ?)							1 of 1		3000	
Master	5000	0.95	4750	4750		5000	1 of 1		5000	
Plenary lunch	3000	0.95	2850	2850		9000	1 of 1		2850	sold w/ 5% discount

Plenary Bkfst/Close	2500	1.95	4875	4750			2 of 2	2850	w/ 5% discount; one sell on
Breakout	1500	11.25	16875	16875		16500	11 of 12	15975	5% discount
Proceedings	1000	1.9	1900	1900			1 of 2	1000	
AV/Production	1000	2	2000	2000		2000	1 of 2	1000	
Adver/Attendee package	750	4	3000	3000		750	0 of 4	0	
Scholarship	500	2	1000	1000		500	3 of 2	1000	
Community Lounge	1000	1	1000	1000	Inkind?	1000	1	1000	
Board Support	100	10	1000	1000		0	10 of 10		Incl. in breakout numbers
<i>Total sponsorships:</i>					39875			33945	
Total Income			55750		59521	34750		45006	

	Price			Sub	Budget Total			2014 Actual	2014 Notes
175 event food count									165
Expenses	Media: \$45								
All Food & Beverage	75				13125			15180	
Tax and Svc Chg	25				4375				Included in all food/beverage total
Meeting rooms/Facilities (lounge)					1000			0	
AV Support					3000			500	
Speakers Honorarium					7500	7000		5750	
Speakers Travel					4000	2000		1885	

Speakers' Gifts (non paid)					500			354	
Save The Date Printing					200	0		0	Dignity Health
Registration Flyer Printing					400	0		0	Dignity Health
Conference Proceedings Printing/Flash Drives	20				4500			3639	Booklet 1789.15; flash drives 1849.56
Website/Registration Mgmt					500			200	SF webpages
Signage/Sponsorship PPT					300			0	
Merchant Warehouse					750			742	
Graphic Design (STD/Reg/Proceed/Web/Logo)					1750	600		2025	STD 450; Brochure 375; Booklet 1000, Allegra Ad 200
Other Printing (Handouts, Surveys, Pollster, etc)					250			0	
Mailing/Postage					350	250		56	
Step and Repeat					750			0	
Passport Prize					500			0	Donation from Horse Association through Tiffany Coggeshall

Cmmt Mtg Exp					200	75		120	\$20/ month conf call exp
Event Administration/Staffing					6000	2500		6000	
Out of Pocket Costs/Misc					500			107	Biz card holders/ad hesive namebadg es
Total Expenses					50450	12425		36557	
Net impact to PGRTAZ					9071	22325		8449	
Less Inkind					0			-4000	
Net Cash Impact to PGRTAZ					9071			4449	
Leave a Legacy media Buys					0			0	
Total Cash Impact to PGRTAZ					9071			4449	

