Vendors, sponsors and revenue

· about 10 minutes

Vendor fees, sponsorship tiers, ticketing vs free, and the festival budget shape.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Apply this lesson to your own event

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

One line to remember