

Client Relations Event Cost Calculator

Expense Template for Client Appreciation Events

EVENT NAME

EVENT DATE

TARGET CLIENT SEGMENT

EXPECTED ATTENDANCE

TOTAL BUDGET LIMIT

TOTAL PROJECTED EXPENSES

TOTAL ACTUAL EXPENSES

Expense Breakdown

CATEGORY/ITEM

Venue Rental

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Food & Beverage

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Guest Speaker / Entertainment

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Audio/Visual & Lighting

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Decor & Florals

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Signage & Printed Menus

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Client Take-Away Gifts

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Invitations & Postage

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Staffing & Gratuities

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

Transportation / Valet

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES

CATEGORY/ITEM

TOTAL EVENT COST

ESTIMATED COST

ACTUAL COST

VARIANCE

NOTES