

What should you consider when budgeting for your event?

Staff

Your non-profit organization will likely rely on 100% volunteer participation, but are there enough of you to staff your event, or do you need to hire help?

Insurance

You will be required to take out an insurance policy to cover any unforeseen damage to people or property. Prices will vary depending on the type of event, what is being offered, how many people will be attending, and more. You will need to consult with a licensed insurance company for pricing.

Trash

Events are messy, and mess is expensive. Did you know that garbage processing facilities charge by the pound?

All events generate trash. Events cannot be held without a plan to handle it. Failure to clean up after your event will result in future permits being denied.

Advertising

Spreading the word on your social media account(s) or asking stores in town to hang your flyers can be accomplished with little to no cost, but for a bigger reach, you may consider paying for exposure.

You'll save money if you create your own flyers, but graphic design is a skill that not everyone has. That being said, some 501(c)3 non-profits may qualify for a free pro account with Canva.

Entertainment

Music

You may be lucky enough to know amazing entertainers that are willing to donate their time, but for most, entertaining the masses is how they make their living.

Having music isn't just about booking acts, you will likely also need Sound. That can mean speakers, a soundboard, and most importantly a sound engineer to run it all. It won't run without electricity! Depending on where you are having your event, you may need to rent or buy a generator – or even a stage.

Sound can also be a nuisance. Make sure that what you are planning makes sense for the location and be mindful of our neighbors and ordinances.

Keep in mind that the kind of music you play at your event can impact the price of your insurance policy.

Rides & Amusements

There are a lot of options here.

Bounce houses are adored by younger kids, but they generally cost several hundred dollars to rent. You may consider seeking sponsors to mitigate the cost. You can also charge admission, but that may impact your eventgoers' overall experience. Whether you take on the job yourselves or pay your rental company, each inflatable must be manned by a responsible adult. Your rental company will need to provide proof of insurance.

Mechanical rides can add real excitement for younger and older kids alike. They tend to be much more expensive, and they must be operated by a trained staff member of the licensed ride company. Your rental company will need to provide proof of insurance.

Bounce houses and mechanical rides must be inspected by Bayonne Fire Prevention – learn more about that at www.bayonnenj.org/events.

Petting Zoos and Pony Rides can be fun for all ages. It is important to consider the safety of both the humans and the animals.

Street Performers like magicians, face painters, jugglers, and balloon artists add magic to an event, but can be costly. You may be able to defray costs by having those that offer services, like face painters, take part as vendors and charge your eventgoers, but make sure you aren't hitting your attendees over the head with expenses- or you will end up with poor attendance.

Rentals

Events with stage entertainment and/or food benefit from having tables and/or chairs. There's nothing worse for your performers than losing their audience because the spectators are tired of standing. Some parks and other areas have benches, or even a few picnic tables, but it is unlikely to be enough if you plan on drawing a crowd.

Areas without a lot of natural shade may require tent or umbrella rentals. Be sure to contract with a professional company that will also provide sufficient weights – tents and umbrellas can be a real danger if improperly weighted, even with low to moderate winds.