

SUCCESS^{THAT} MATTERS

Setting Your Ticket Price

To determine the ticket price for the event, first ask your church leadership if there are any budgeted funds that can be used for the event. Your event has been designed to be "break even," resulting in no out-of-pocket expenses to the church; use this worksheet as a guide to help you set a ticket price that accomplishes this.

1. List the fixed costs:

Event Purchase \$ 499.99
Printing of Promotional Materials \$ _____
Speaker Fee (if applicable)..... \$ _____
Any other fixed costs (musician, sound technician, room, etc.) \$ _____
Total: \$ _____

2. Estimate the number of men who will attend:

Estimated number of men from your own church _____
Estimated number of guests, if challenging men to bring others _____
Add the two numbers above together to find your total low attendance estimate _____
(We suggest you estimate conservatively for budgeting purposes.)

3. List the variable per-man costs:

Printer costs for attendee materials* \$ _____ per man x qty of men _____ \$ _____
*Printed workbooks from Man in the Mirror (Optional) \$5 x _____ \$ _____
Meals and/or snacks: \$ _____ per man x qty of men _____ \$ _____
Any other variable costs \$ _____ per man x _____ \$ _____
Total: \$ _____

4. Add the totals from Sections 1 & 3 for your total expenses: \$ _____

5. Subtract any budgeted funds available \$ _____ for a new total: \$ _____

6. Divide the total in Line 5 by the total number of men in Section 2 to find your
"break even" amount per man: \$ _____

7. Add \$2-\$3 as a cushion; this is your EARLY BIRD price:* \$ _____

8. Add another \$5 to that; this is the standard price: \$ _____

**We strongly recommend an early bird rate, set to end 1-2 weeks before your event. Not only will this help with planning refreshments and materials needs, but it will also encourage men to commit and increase attendance.*