

When reaching out to potential venues, ask the right questions.

- How many people can the space accommodate?
- Do you have a minimum food and beverage spend? (typically minimums do not include the amount paid for service or taxes)
- Is it possible to provide drink tickets? If so, how will they be charged? (cocktail price vs. beer price)
- Is it possible for guests to order additional food from the menu?
- Can we decorate and have a registration table?
- When do you need the final guest guarantee?
- Can we lower or increase the guest count without a penalty?
- Can an event be canceled if numbers are low?

Determining how much to charge guests. Projected ticket sales, fixed and flexible costs. Take the following things into consideration when determining a ticket price.

- Venue rental fee if any.
- Are there additional fees for guests over a particular number?
- Are you receiving financial support from the club or the University?
- Is there a food and beverage minimum you must meet?
- What is the cost of food inclusive of tax and any service or set-up fees? Typically 25 to 27%.
- Are you providing a drink ticket? If so, remember to account for tax and gratuity on top of the drink price.
- What are the best types of pre-game foods to serve? Select several heavier appetizers such as sliders or chicken tenders and add in a few lighter dishes such as chips and salsa, hummus or fruit. When selecting your menu, keep vegetarians and gluten free guests in mind. Aim to provide 4 or 5 different items.
- Evaluate the lowest number of guests and highest number of guests you expect to attend and look at a price point based somewhere in the middle. Remember to consider that you may have no-shows or walk-ups who did not register.

A few things to remember.

- Open bars are open ended from a budget standpoint. They are risky and can get expensive. If you want to provide alcohol, consider providing a drink ticket.
- If the admission price includes a drink ticket, explain what the choices are such as beer, wine or soda vs. cocktails which are typically more expensive.
- Word your event invitation carefully and make sure guests understand what they are getting.
- If you are providing light appetizers, promote it that way. Check with your venue to see if you can order extra food if needed during your event.
- If you are collecting money at the door, be prepared with a cash box, credit card swiper and sign in sheet/pen.



TIPS FOR PLANNING
PRE-GAME EVENTS