C4G CATALYST4GROWTH

Event Benchmarking Worksheet

Event: _____   Date: _____

1. Cost:

Item	Expense
Venue Rentals	
Invitations	
Entertainment	
Catering	
Gifts and Prizes	
Other	
Total Cost:	

2. New Prospects:

Name	Relationship to Clients

3. New Assets: (from new or existing clients)

Name	Asset Amount	New Revenue
	Total :	**Total :**

Return on Investment = **Total New Revenue = _____**

Total Cost