

LIVE EVENTS BUDGETING GUIDE



Hosting a successful live event is all about mastering the details. This is much different from ensuring everything is perfect. In the live event business, you learn quickly that the “perfect event” doesn’t exist. The reality is that there will come a point where even the most thorough plan will need to be adjusted due to unforeseen circumstances. This is where mastering the details - especially when it comes to budgeting - will save your event every time.

Having a deep understanding of all the necessary costs of your event allows you to make calm, rational decisions on how to pivot in a way that keeps your event pointed towards your end goals, even in the face of drastic issues.

Your AVL setup will require a great deal of focus regardless of the nature of your event. Not only is your programming dependent on it, but the audiovisual elements of your event will also take up a significant portion of your budget. When you begin to plan your event, it can be difficult to know exactly what you will need — especially if you’re not well-versed in the technical aspects of setting up an AVL system.



Here is a breakdown of the costs associated with the technical aspects of your live event. Please note that this breakdown does not include any additional costs your event may incur such as catering, decor, etc.

STAFFING AND LABOR

You have an event to run, and whether you have a background in AVL or not, there is too much going on for you to be hands-on with the system. You will need qualified technicians who are comfortable setting up and operating AVL systems in hectic environments. Depending on the scope of your event, you could need the expertise of the following:

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|---------------------------------|------------------|--------------------------|
| ▶ Production Manager | ▶ RF Coordinator | ▶ Graphics Operator |
| ▶ Front-of-House (FOH) Engineer | ▶ Video Director | ▶ Camera Operator |
| ▶ Monitor (MON) Engineer | ▶ Video Engineer | ▶ Lighting Director |
| ▶ Audio System Technician(s) | ▶ LED Technician | ▶ Lighting Technician(s) |

While you may not need the services of every position listed above, it does give you a good idea of what to expect for your event. Due to their knowledge and experience, these positions are paid a daily rate that will include both load-in and load-out. These rates can vary but expect each position listed to cost several hundred dollars per day.

If you have chosen an AVL partner from out of town, you will need to cover their travel costs as well as offer a per diem.

These technicians may not be able to assemble your stage and set up alone. You may require the need for stagehands and a steward to assist with load-in and load-out. Stagehands and stewards are typically paid an hourly rate and will not be needed every day of the event.

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EQUIPMENT

Your AVL provider will be able to recommend audio, video, and lighting packages based on the specific needs of your event. Given that each event will call for a unique set of equipment, it can be difficult to give a fair estimate, but you can expect the fees to quickly add up into the thousands. While this can cause some sticker shock, your AVL provider will act in your best interest to ensure the equipment on hand is appropriate for your event.

TRANSPORTATION

If you have contracted an AVL provider from out of town, you can expect to factor the transportation of all of the equipment to your event site. The same applies to an in-town event; you should consider all costs associated with transportation, even if your event location is within your city or state. Costs to consider here include hotels, per diem, airfare, rental cars, etc.

RIGGING

It is highly likely that your event will require some amount of rigging work. If this is the case, you will pay both a daily rate to the riggers as well as a per-point fee. The per-point cost refers to the specific point in which equipment can be hung. A lift rental will also be needed to hang all of your rigging. Furthermore, most venues will require you to use their rigging providers on any events you host at their site. This can add significant costs, so make sure you budget for this accordingly.

YOUR LIVE EVENT PARTNER

CTS has done it all in the live event space. We approach each project with excitement and a fresh set of eyes to ensure that your AVL setup meets your technical expectations and elevates your event as a whole. Make use of the attached sample budget spreadsheet to outline your AVL costs.



If you are looking for an AVL partner who will raise the bar across your entire program, CTS could be the team you're looking to work with. Give us a call at **615.377.8808** to get connected.

