**EVENT FACT SHEET**

**NAME OF EVENT**

**Day of week, Date(s) and Time**

**Location**

**(Event Fact Sheets are used as a quick reference for event staff, administrators, clients and colleagues to ensure everyone has the same key information about a given event, both pre-event as an information tool and post-event as a historical one-sheet)**

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| **PURPOSE:** | Goals and objectives of event; statement of purpose | |
| **BACKGROUND:** | Background information on the event, honored participants, important history or | |
|  | details |  |
| **GUESTS:** | Guest category list (faculty, staff, students, donors, volunteers, community, etc.) | |
|  | Approximate number of guests expected | |
| **FORMAT:** | Event: List basic event format and series of events/activities | |
|  | Program Order: Actual start time | |
|  | • List program participants and their role | |
| **BUDGET:** | Approved budget, account number, and authorized signatory | |
| **STATISTICS:** | Invitations: | Total number of invitations sent |
|  | Accepted: | Number of acceptances/rsvp |
|  | Actual: | Actual number of attendees |
|  | Walk-ons: | Number of walks on guests |
|  | Attrition: | Difference between acceptances and actual attendees |
|  | Cost per | Final budget divided by number of actual attendees |
|  | person: |  |
| **CAMPUS SPONSOR** | Campus department hosting the event with responsibility for all expenses | |
|  |  |  |
| **CONTACT:** | Name of event manager, phone and email | |