

Exercise 2

Sources of Event Revenue

1. You are holding a local community event. List 10 possible sources of revenue that come to mind.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

2. From this list of possible sources of revenue, divide those forms of revenue into least and most probable.

Most probable	Least probable
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

3. Next to each of the sources of revenue listed above, provide comments on difficulties that could be encountered in achieving each revenue source.