**One Page Event Recap Template**

**Event Overview:**

[insert brief summary of the event – what it is / why we do it / time of year / location / etc.]

**Event Performance:**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Key Performance Indicator*** | ***This Year*** | ***Last Year*** | ***Two Years Ago*** |
| Attendance |  |  |  |
| # Tickets Sold |  |  |  |
| Ticket Revenue |  |  |  |
| # Sponsors |  |  |  |
| Sponsor Revenue |  |  |  |
| Auction Revenue |  |  |  |
| Total Revenue |  |  |  |
| Total Expenses |  |  |  |
| Net Proceeds |  |  |  |

**What Went Well This Year:**



**What We Need to Improve Next Year:**





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