# Craft Show Break-Even Worksheet

Calculate how many average-priced wreath sales it takes to cover the costs of one event.

**Show / location** _____ **Event date** _____

## A FIXED EVENT COSTS (SPENT WHETHER YOU SELL OR NOT)

| | |
|---|---|
| **Booth / vendor fee** | |
| **Travel, parking, lodging** | |
| **Display rental or event-only supplies** | |
| **Helper costs and other fixed event costs** | |
| **TOTAL FIXED COSTS (A)** | |

## B AVERAGE SALE & VARIABLE COST PER WREATH

| | |
|---|---|
| **Average selling price after discounts (B1)** | |
| **Materials + direct labor per wreath (B2)** | |
| **Packaging and other cost per sale (B3)** | |
| **Processing fee percentage (decimal or percent) (B4)** | |
| **Fixed processing fee per sale (B5)** | |

## C CONTRIBUTION PER WREATH

| | |
|---|---|
| **Variable cost = B2 + B3 + (B1 x B4) + B5** | |
| **Contribution per wreath = B1 - variable cost (C)** | |

Use your real per-wreath cost and event assumptions. Labor should be counted once: per product if already in B2; show-day staffing in fixed expenses if separate.

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Complete the math, then compare the goal with a realistic sales forecast.

## D HOW MANY WREATHS MUST SELL?

**Break-even units = round UP (A / C) to the next whole wreath**

- [ ] If contribution (C) is zero or negative, there is no achievable break-even sales count with these assumptions.
- [ ] The break-even count covers the listed event fixed costs; it is not a guarantee of profit or future sales.

## E EXPECTED EVENT RESULT

**Expected wreaths sold (E1)**

**Expected revenue = E1 x average selling price**

**Projected event result = (E1 x C) - A**

## SCENARIO NOTES

| Scenario | Avg. price | Contribution | Break-even wreaths |
|---|---|---|---|
| Conservative | | | |
| Likely | | | |
| Optimistic | | | |

## AFTER THE EVENT

**Actual units sold**

**Actual sales received**

**Actual event costs**