

Banzai!

Prompreneur Project Packet

Overview

In the Prompreneur Project, students experience planning Prom—and everything that goes with it. This project builds student skills related to...

- Budget Management
- Consumer Smarts
- Organization
- Leadership
- Decision Making
- Event Planning
- Team Collaboration
- Adaptability

Students make crucial decisions related to planning the Prom, including selecting the venue, entertainment, and more. They also ensure that the budget aligns and that they can raise any funds needed. It's a true test of budgeting and financial prowess, all while tackling a topic of specific interest to students.

Details

Included in This Packet

- Student Instructions
- Initial Budget Estimate Worksheet
- Prom Purchases Worksheet
- Unexpected Expense Worksheet
- Become a Prompreneur Worksheet
- Prompreneur Final Reflections Worksheet

Timeline

- This project is expected to take 4-6 hours total to complete.
- Once they've made all their budgeting decisions, students build a presentation and present on their Proms to the class.
- After presentations, students fill out the Prompreneur Final Reflections Worksheet and turn in all of their completed worksheets.

Banzai partnered with Anderson's PromUs—a free prom planning platform—to make this project as easy and realistic for students as possible. Through PromUs, students see planning timelines, manage fundraising and event ticket sales, and plan for real-world costs for Prom supplies.

*Signing up for and using the platform is optional, but encouraged.
See more at Andersons.com/Promus.*



Prom Budget Cap

As part of this project, it's highly recommended to set a budget for students. If students are planning the actual Prom, the school will likely provide that. If not, use this chart of recommended totals:

Prom Venue	Recommended Cap
At the school	\$5,000
At a venue	\$10,000

FAQ

Do the students need to plan the real Prom?

Planning the actual Prom, or a similar event, is a great way for students to build skills in a real-world environment. But, of course, not all students are on the Prom planning committee, not all schools plan the Prom the same way, and the timing may not work with your class. For all these reasons, this project is designed to work for planning the actual Prom and if students are planning a hypothetical Prom.

Is this project designed to be completed in groups or individually?

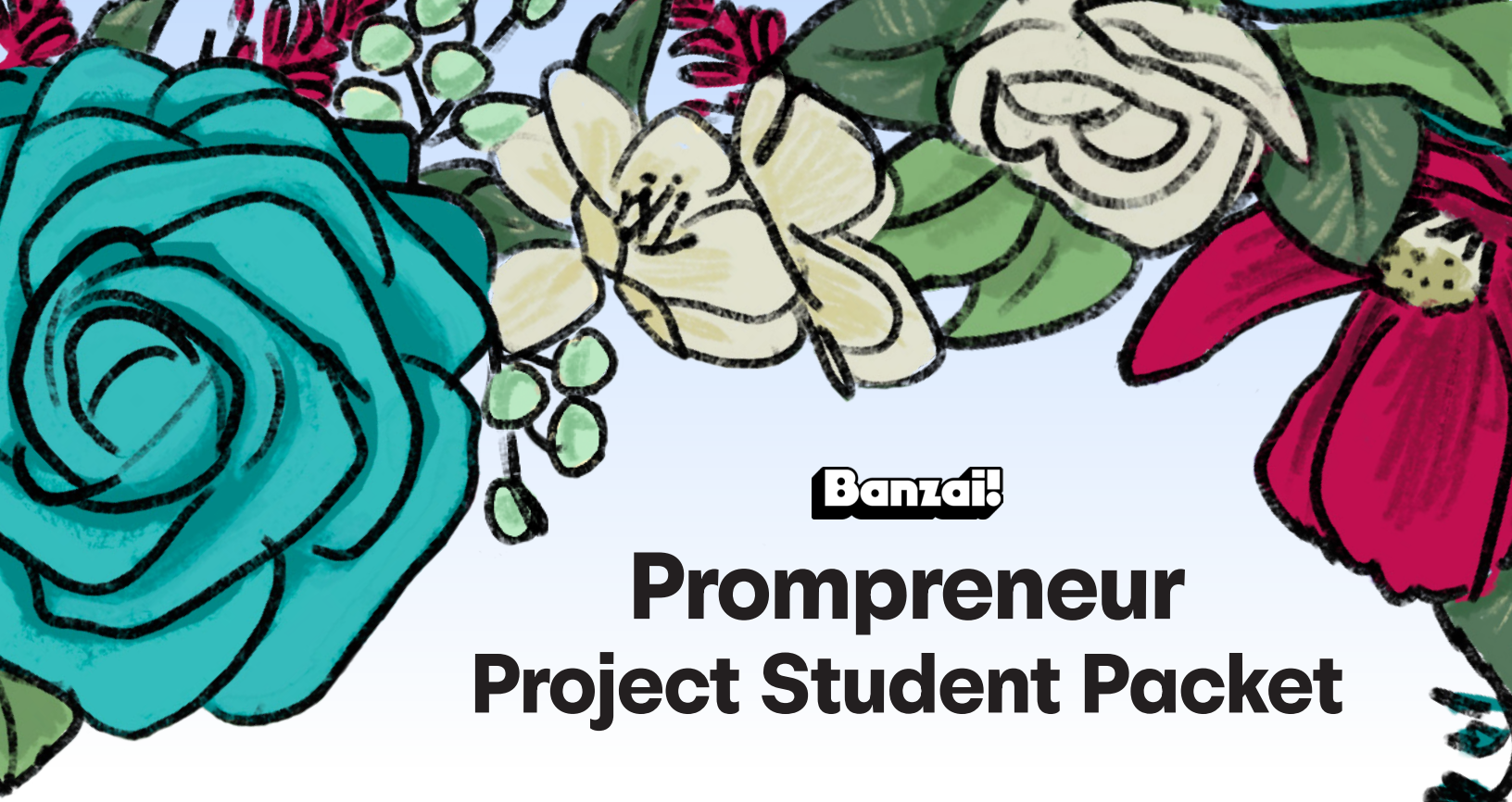
This project works best when assigned to a group so students can focus on collaboration and leadership, but can also be assigned individually.

What ages is this project recommended for?

The Prompreneur Project is recommended for high school students, but if your students are interested, then we encourage its use for any age.



Banzai is an award-winning FREE financial literacy education platform.
Scan this QR code to sign up and access more event planning resources.



Banzai!

Prompreneur Project Student Packet

Student Instructions

Planning a large event is a great test of your financial literacy skills, and there are few events as big or impactful as the Prom.

For this project, you'll join the Prom planning committee—making purchasing decisions, balancing budgets, and raising funds. Your goal is to create the Prom of your dreams while staying on budget.

There are 6 parts to this project:

- Initial Budget Estimate Worksheet
- Prom Purchases Worksheet
- Unexpected Expense Worksheet
- Become a Prompreneur Worksheet
- A presentation on your Prom
- Final Reflections Worksheet

If you're completing this as a group, go through the Initial Budget Estimate Worksheet and the theme portion of the Prom Purchases Worksheet together. After that, assign one or two members of your group to lead each remaining budget category on the Prom Purchases Worksheet. If you're completing the project individually, you'll handle each category yourself.

Tip: Banzai partnered with Anderson's PromUs to bring you the most complete Prom planning experience. This free tool can help with budget estimates, timelines, and more!

To create an account, go to **Start.theProm.Us**



Presentation Instructions

Before you fill out the Final Reflections Worksheet, present your Prom to the class. Include at least one slide for each category in the Prom Purchases Worksheet and one slide for your fundraising plans and financial considerations. Your presentation should take 10-15 minutes.

Initial Budget Estimate Worksheet

Planning a large-scale event requires you to consistently update your budget. In this worksheet, you'll set your initial budget, which you'll reference throughout the project.

Total Budget Cap: \$ _____

Go through the Cost of an Event module to build this budget, then copy your results.

- | | |
|---------------------------|-------------------------------|
| • Venue: \$ _____ | Miscellaneous: |
| • Photographer: \$ _____ | • _____: \$ _____ |
| • Entertainment: \$ _____ | • _____: \$ _____ |
| • Food & Drink: \$ _____ | • _____: \$ _____ |
| • Decor: \$ _____ | • _____: \$ _____ |
| • After Party: \$ _____ | Miscellaneous Total: \$ _____ |

Fundraising

If you expect the need to fundraise, remember that between supplies and equipment, fundraising itself will likely cost money.

Estimate costs for your fundraiser.

- | | |
|------------------|----------------|
| • Item #1: _____ | Cost: \$ _____ |
| • Item #2: _____ | Cost: \$ _____ |
| • Item #3: _____ | Cost: \$ _____ |
| • Item #4: _____ | Cost: \$ _____ |
| • Item #5: _____ | Cost: \$ _____ |

Total Cost of Hosting Fundraiser: \$ _____

Total Fundraising Goal (Costs + Amount Over Budget): \$ _____

Critical Thinking Questions

Did you struggle to stay under budget? And, if so, what area did you cut back the most to keep within the budget?

What aspect of your Prom budget did you allocate the most money for? Why?

Prom Purchases Worksheet

Your Prom theme sets the tone for your entire event. Research options, then write them below.

Pro Tip: Anderson's PromUs makes this easy. Create or log in to your account at **Start.TheProm.Us**, then click "Ideas & Advice" on the navigation bar.

From there, explore popular Prom themes and the decor options involved. You can also go to the My Prom page in the navigation bar and take a theme quiz to help you choose a theme within your budget range.



Theme

Your Prom theme sets the tone for your entire event. Research options, then write them below.

Theme Option #1: _____

- What do you like about this theme? _____
- What are the drawbacks of this theme? _____
- Estimated Theme Cost: \$ _____

Theme Option #2: _____

- What do you like about this theme? _____
- What are the drawbacks of this theme? _____
- Estimated Theme Cost: \$ _____

Check the box next to the theme you want to go with. Why did you choose it?

Venue

Common Prom venues include the school gym, event and banquet halls, museums, hotels, and more! Explore your options and list your top 3 below.

Note: If you're planning a real Prom, your school may have a venue booked. If that's the case, list it as an option, but research others to consider the pros and cons.

Pro Tip: Hosting your event at the school will most likely be free and leave you with more room in your budget for decor, entertainment, and more!



Venue Option #1: _____

- Total Cost: \$ _____
- Size (in square feet): _____
- Maximum Capacity: _____
- Travel Time from School: _____

Pros: _____

Cons: _____

Venue Option #1: _____

- Total Cost: \$ _____
- Size (in square feet): _____
- Maximum Capacity: _____
- Travel Time from School: _____

Pros: _____

Cons: _____

Venue Option #3: _____

- Total Cost: \$ _____
- Size (in square feet): _____
- Maximum Capacity: _____
- Travel Time from School: _____

Pros: _____

Cons: _____

Check the box next to the venue you want to use. Why did you choose it?

Total Venue Cost: \$ _____

Photographer

Booking the right photographer is the best way to ensure you capture your guests' Prom memories. Research two options and list them below.

Pro Tip: You can save money on a photographer by booking a talented classmate or using a photo booth.



Photographer #1

- Name: _____
- Total Cost: \$ _____

Notes: _____

Photographer #2

- Name: _____
- Total Cost: \$ _____

Notes: _____

Check the box next to the photographer you want to hire. Why did you choose them?

Total Photographer Cost: \$ _____

Decor

Decor brings your theme to life and transforms your venue. *Below, list any decor purchases. This includes balloons, backdrops, grand march decor, lighting, and more!*

Note: *If you're planning an actual Prom, track your actual expenses. If you're planning an imagined Prom, track the choices you would make.*

- Item #1: _____ Cost: \$ _____
- Item #2: _____ Cost: \$ _____
- Item #3: _____ Cost: \$ _____
- Item #4: _____ Cost: \$ _____
- Item #5: _____ Cost: \$ _____
- Item #6: _____ Cost: \$ _____
- Item #7: _____ Cost: \$ _____
- Item #8: _____ Cost: \$ _____

Decor Total: \$ _____

Entertainment

Entertainment keeps the party going at your Prom. The most obvious form of entertainment is music. There are two main options: DJ and live band. Research two options for each.

DJ #1

- Name: _____
- Total Cost: \$ _____

Notes: _____

DJ #2

- Name: _____
- Total Cost: \$ _____

Notes: _____

Band #1

- Name: _____
- Total Cost: \$ _____

Notes: _____

Band #2

- Name: _____
- Total Cost: \$ _____

Notes: _____

There are plenty of other options for entertainment, from caricature artists to dance performers. Research two options, then decide if/which to book.

Entertainment #1

- Name: _____
- Total Cost: \$ _____

Notes: _____

Entertainment #2

- Name: _____
- Total Cost: \$ _____

Notes: _____

Additional Entertainment Total: \$ _____

Total Entertainment Cost: \$ _____

Food & Drink

Providing food and drink is a great way to increase the excitement of your Prom. Research one option for a full, sit-down meal and another option for only snacks (ex: cookies, pretzels, themed drinks, etc.).

Meal

- Provide/Caterer: _____
- Description: _____
- Cost Per Person: \$ _____
- Total Cost: \$ _____

Notes: _____

Snacks

- Provide/Caterer: _____
- Description: _____
- Cost Per Person: \$ _____
- Total Cost: \$ _____

Notes: _____

After Party

An after party keeps the party going after the dance ends. This is almost like planning an entire second mini event. Options include renting an arcade or karaoke room, or a secondary venue where people can relax and chat.

Research your options, then write your final purchases below

After Party Description: _____

After Party Expenses

- Venue: \$ _____
- Photographer: \$ _____
- Entertainment: \$ _____
- Food & Drink: \$ _____
- Decor: \$ _____

After Party Total: \$ _____

Miscellaneous

There are tons of expenses associated with planning a Prom that don't fit easily into the other categories. This is your chance to consider them.

Marketing and Invitations

Pro tip: *Creating a Custom Prom Website can help you market your Prom for free! They're a great way to spread the word about your Prom and to increase ticket sales. You can do this on Anderson's PromUs under the Prom Website tab.*



How will people know about your event? Estimate potential costs for each of the following options.

Invitations: \$ _____

Posters: \$ _____

Newsletters: \$ _____

Check the box next to the marketing elements you'd like to use.

Marketing Total: \$ _____

Security

Some Prom planners opt to provide security to keep their event safe and uneventful. Research how much security would cost.

Pro Tip: *Digital ticketing is a great way to make sure all the students who purchased tickets are checked into Prom. Anderson's PromUs can help with digital ticketing and a QR code check-in option.*



Security Estimate: \$ _____

Will you pay for security at your event?

Yes No

Prom Royalty Supplies

Crowns, sashes, and other details can honor your Prom royalty. Estimate how much you'll spend.

Prom Royalty Supplies: \$ _____

Favors

Keepsakes and favors are physical mementos of Prom, but they come at a price. Weigh the costs below.

Tip: Favors are a great way for students to remember their big night. You can even match them to you theme! Anderson's PromUs has favors to explore under the Ideas & Advice tab.



Favor Option #1: _____

- Cost Per Item: \$ _____
- Estimated Total Cost: \$ _____

Favor Option #2: _____

- Cost Per Item: \$ _____
- Estimated Total Cost \$ _____

Check the box next to the favors you'd like to purchase.

Favors Total: \$ _____

Other

Are there other expenses that haven't been accounted for? Budget for them here!

Other Total: \$ _____

Unexpected Expenses Worksheet

In life, things rarely go as you expect. Whether you're planning a real Prom or not, be ready for changes.

Note: *This is only a scenario and should not be included in your final presentation.*

Scenario: Your band/DJ forgot to mention a transportation and equipment fee that tacks an additional \$300 to their cost. You don't have a contingency fund for this scenario. Review your expenses and cut \$300 in expenses to make up the difference.

- Cut Expense #1: _____ \$ Saved: _____
- Cut Expense #2: _____ \$ Saved: _____
- Cut Expense #3: _____ \$ Saved: _____
- Cut Expense #4: _____ \$ Saved: _____
- Cut Expense #5: _____ \$ Saved: _____
- Cut Expense #6: _____ \$ Saved: _____
- Cut Expense #7: _____ \$ Saved: _____
- Cut Expense #8: _____ \$ Saved: _____
- Cut Expense #9: _____ \$ Saved: _____
- Cut Expense #10: _____ \$ Saved: _____

1. How did this unexpected event impact your Prom?

2. At first glance, a contingency fund may seem unnecessary. Now that you've been through this exercise, explain why that isn't the case.

Become a Prompreneur Worksheet

Now it's time to transition from Prom planner to Prompreneur. That means putting on your entrepreneurial hat and determining how to make your event happen.

Total spent on Prom (Total from Prom Purchases sheet): \$ _____

Ticket Sales

In general, aim to raise around 60-70% of your total Prom budget through ticket sales.

Ticket Sales Goal (X% of your total budget) : \$ _____

Now you'll need to set a ticket price and estimate how many tickets you'll sell. Set up a baseline scenario with your best guess based on your school size and Prom ticket prices in the past.

Pro Tip: The average ticket price for a couple is \$70-\$160, and about 85-90% of juniors and seniors attend prom.



Baseline Scenario

- Estimated Attendance: _____
- Per Person Ticket Cost: \$ _____
- Total Ticket Sales: \$ _____

With that baseline, see what happens when the attendance or ticket price change.

<p>Scenario A: 10% more people than Scenario A buy tickets at the same price.</p> <ul style="list-style-type: none"> • Estimated Attendance: _____ • Per Person Ticket Cost: \$ _____ • Total Ticket Sales: \$ _____ 	<p>Scenario B: 10% fewer people buy than Scenario A buy tickets at the same price.</p> <ul style="list-style-type: none"> • Estimated Attendance: _____ • Per Person Ticket Cost: \$ _____ • Total Ticket Sales: \$ _____
<p>Scenario C: Attendance is the same as Scenario A, but tickets are 20% more expensive.</p> <ul style="list-style-type: none"> • Estimated Attendance: _____ • Per Person Ticket Cost: \$ _____ • Total Ticket Sales: \$ _____ 	<p>Scenario D: Attendance is the same as Scenario A, but tickets are 20% less expensive.</p> <ul style="list-style-type: none"> • Estimated Attendance: _____ • Per Person Ticket Cost: \$ _____ • Total Ticket Sales: \$ _____

Now you'll need to set a ticket price and estimate how many tickets you'll sell. Set up a baseline scenario with your best guess based on your school size and Prom ticket prices in the past.

Pro Tip: You can't control how many people attend, so it's best to use conservative estimates. While it may seem best to set ticket prices as high as possible, remember that a higher price may dissuade people from attending.



Pro Tip: It's important to consider how you'll sell tickets. Physical tickets can be lost or damaged, so an online option is likely preferable. You can learn more about digital ticketing (and even create a ticketing event!) on the **Anderson's PromUs platform**.



Final Estimate

- Estimated Attendance: _____
- Per Person Ticket Cost: \$ _____
- Total Ticket Sales: \$ _____

Fundraising

Money to cover remaining Prom costs will likely be earned from fundraising. For this worksheet, estimate the costs for two types of fundraisers.

The most popular options are...

- **Auction:** Selling items to the highest bidder. These items can be donated or purchased, and the event can happen online or in person.
Potential costs: auctioned items, the space for the event, and advertising.
- **Raffle:** Sell tickets for attendees to enter for prizes. These can be donated or purchased, and the event can happen online or in person.
Potential costs: raffled items, the space for the event, and advertising.
- **Ticketed Event:** Selling tickets for an event, such as a dinner or talent show.
Potential costs: performer, dinner or snacks, advertising, and venue.
- **Peer-to-peer:** A person or entity sponsors participants in an "a-thon" style event, such as a walk-a-thon, hula-hoop-a-thon, etc.
Potential costs: venue, supplies, and advertising.

Select two styles of fundraisers and estimate costs.

Fundraiser Option 1

Type of Event: _____

Potential Costs

- Item #1: _____ Cost: \$ _____
- Item #2: _____ Cost: \$ _____
- Item #3: _____ Cost: \$ _____
- Item #4: _____ Cost: \$ _____
- Item #5: _____ Cost: \$ _____
- Item #6: _____ Cost: \$ _____
- Item #7: _____ Cost: \$ _____

Total Supplies: \$ _____

Estimated Earnings: \$ _____

Total Earned (Funds Raised - Potential Costs) \$ _____

Fundraiser Option 2

Type of Event: _____

Potential Costs

- Item #1: _____ Cost: \$ _____
- Item #2: _____ Cost: \$ _____
- Item #3: _____ Cost: \$ _____
- Item #4: _____ Cost: \$ _____
- Item #5: _____ Cost: \$ _____
- Item #6: _____ Cost: \$ _____
- Item #7: _____ Cost: \$ _____

Total Supplies: \$ _____

Estimated Earnings: \$ _____

Total Earned (Funds Raised - Potential Costs) \$ _____

Check the box next to the type of fundraiser you choose and explain why.

Will that fundraiser earn enough money to cover the remaining costs of your Prom? If not, you'll need to raise more money or lower your expenses. What is your plan?

Prompreneur Final Reflections Worksheet

1. What was the most enjoyable or easiest part of planning the Prom?

2. What was the most surprising or difficult part of planning the Prom?

3. Pick one skill from the wordbank and describe how you used it as you planned your Prom.

- Budget Management
- Organization
- Decision Making
- Consumer Smarts
- Leadership
- Collaboration

4. How will you take what you've learned from planning your Prom and incorporate it into your future financial choices?
