

Simple Event ROI Tracker



Use this worksheet before and after an event to understand what it cost, what it produced, and whether it is worth repeating.

Event Details

Event name

Date

Store/location

Event lead

Primary goal

☐

Store traffic

☐

Seasonal sales

☐

New leads

☐

Community impact

Event Costs

Expense	Estimated	Actual
Food and refreshments		
Supplies, decor, and activities		
Advertising and promotion		
Extra labor		
Vendor or partner fees		
Other		
TOTAL EVENT COST		

Revenue Snapshot

Typical comparison-day sales	
Event-day sales	
Event-day sales lift	
Follow-up or featured-product sales	
TOTAL EVENT-RELATED REVENUE	
SIMPLE ROI	

Simple ROI = (Event-related revenue - Total event cost) / Total event cost x 100

Use event-day sales lift plus clearly related follow-up sales. If attribution is uncertain, note it on page two.

Results Beyond Immediate Revenue



Traffic, Leads, and Community Impact

Estimated attendance		Featured products sold	
Event-day transactions		Partner organizations	
Event-day average ticket		Donations or funds raised	
New email signups		Social reach	
New B2B or contractor leads		Social engagement	

Content created ☐ Photos ☐ Video ☐ Testimonial ☐ Local press

What Did We Learn?

What worked well?

What should change next time?

Which results were directional or difficult to attribute?

Follow-Up Actions

☐		Owner	
☐		Owner	
☐		Owner	

Final Decision

☐ Repeat as is ☐ Repeat with changes ☐ Gather more data ☐ Retire it

Next event date

Reviewed by