Event ROI Worksheet (Breeo)

Blue cells = inputs. All other cells calculate automatically.

1) Event Basics

Event name	City, State	Category	Time of year	Burn-ban risk (Low/Med/High)	Objective (Sell now / Pipeline / Brand / Content)	Primary contact	Notes

2) Costs (All-in)

Cost line item	Amount ($)
Sponsorship / booth fee	$0
Booth build / activation materials	$0
Shipping / freight	$0
Travel & lodging	$0
Staffing (loaded cost)	$0
Permits / safety / insurance	$0
Samples / food cost	$0
Other	$0
TOTAL EVENT COST	$0

3) Direct Sales (Hard ROI)

Units sold on-site (pits)	Avg gross profit per pit ($)	Accessory GP on-site ($)	Dealer orders GP attributable ($)	Total Direct Gross Profit ($)
0	$0	$0	$0	$0

4) Pipeline (Expected Value)

# Qualified leads	Avg expected GP per lead ($)	Close rate (0-1)	Expected Pipeline GP ($)
0	$0	15.0%	$0

5) Brand / Content Proxies (Optional)

Email/SMS signups	Signup→purchase conv (0-1)	Avg GP per converted customer ($)	Expected Brand GP ($)
0	3.0%	$0	$0

6) Results (ROI)

Total Gross Profit (Direct + Pipeline + Brand)	$0
Hard ROI (Direct only)	
Total ROI (Direct+Pipeline+Brand)	

7) Event Fit Score (1–5 each; subjective but consistent)

Criterion	Score (1-5)
Wealth concentration / premium audience	3
Shoulder-season weather fit for fire	3
Venue fire permissibility (reverse-score risk)	3
Dwell time / lounge culture	3
Sales pathway strength (consumer/dealer/spec)	3
Content opportunity (fire + food moments)	3
FIT SCORE (avg)	**3**
FIT SCORE (weighted suggestion)	3