

## Event Lending Plan

## Overview of the Business

Provide an overview of the business to date:

* Give a brief history of the business.
* How long have you been in business?
* What is your product or service?
* Who are your customers?
* What sales have you made to date?

## Event Details

Describe the event:

* Event name
* What type of event is it
* Who will be attending the event
* Provide all details about the event
* What are the costs for the event?
* What are your goals for the event?
* Why have you chosen this event? How does it fit into your overall marketing plan?

## Marketing Plan

Describe how you will market for this event

* List each marketing activity you intend to use, why you think it will be effective and provide the cost for the activity

### Financing Request

* **Sales Assumptions:**
  + What sales revenue do you expect to generate at the event?
  + List all the assumptions you have made in estimating your sales.
* **Costs:**
  + List all of your costs for the event. Which costs will you pay for and which will be covered by the Rise loan

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| --- | --- | --- | --- |
| **Item** | **Cost** | **Source of Financing** | |
| **Self** | **Rise Loan** |
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| **Total** |  |  |  |

* **Financing Request:**
  + Total amount requested from Rise.

**Cash Flow Forecast**

Complete a cash flow for the duration of the loan using the Rise Cash Flow Template (<https://risehelps.ca/wp-content/uploads/2019/09/Rise-Cash-Flow-Template.xls> ). Start with the month that the loan would be received and end with the month following the event when the loan amount will be repaid.