DJ & EVENTS PRICING GUIDE

Price the whole event

A performance fee needs to recover the work before and after the music. These pages give a cost model, a worked example, a manual calculator and a clear quote structure.

01 Count consultation, planning, music preparation, loading, travel, venue access, setup, soundcheck, performance, teardown and administration.

02 Add rentals, paid assistants, transport, parking, consumables and other direct cash costs. Allocate realistic overhead across completed events.

03 Include an owner labor planning allowance, replacement reserve, uncertainty and operating surplus. These are planning measures, not guaranteed take-home pay.

04 Use the next page as an arithmetic example, then replace every assumption in your calculator. Do not treat a sample fee as a local market rate.

YOUR WORKING RECORD

Event / duration / audience

Total owner hours / assumptions

Direct costs / overhead allocation

Price format / exclusions

Verify local business requirements, music rights, insurance and venue conditions. Specialist electrical, rigging, staging, effects and safety work belongs with qualified professionals and venue rules.

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Worked pricing floor

Illustrative reception booking. These assumptions demonstrate a method; they are not local market rates.

Input	Calculation	Amount
Owner time	12 hours x $35 planning allowance	$420
Direct costs	Travel $60 + rental $90 + fees estimate $30	$180
Overhead allocation	Consistent event allocation	$100
Replacement reserve	Internal planning allowance	$50
Economic cost base	420 + 180 + 100 + 50	$750
Target economic margin	20% of quoted service revenue	20%
Quote floor	750 / (1 - 0.20)	$937.50

A $1,000 quote gives $250 above this $750 planning base. It is not guaranteed take-home income. Payment fees may need recalculation at the final quote; taxes are excluded.

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Your event pricing calculator

Use the same categories for every event so comparisons are meaningful.

01 Use a margin below 100%. Recalculate percentage payment fees from the intended quote. Tax amounts collected for remittance should not inflate service revenue.

YOUR WORKING RECORD

Prep + admin + travel + setup + event + teardown hours

Owner hours x target hourly planning allowance

Direct expenses and variable payment fees

Overhead allocation / replacement reserve

Economic base = labor allowance + expenses + allocations

Margin target and floor = base / (1 - margin)

Margin and markup differ. A 20% markup on $750 is $900; a 20% margin requires $937.50.

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Turn the calculation into a quote

A customer should see what they are buying, what conditions the price assumes and what happens next. Quote only a scope and venue arrangement you can support.

01 Identify quote ID/version, client, event date, venue, guest assumptions, performance and planning scope, audio/MC areas, access and setup requirements.

02 Show the fee, approved add-ons, travel and applicable tax separately enough to make the payable total clear. Explain validity and the real booking conditions.

03 Draft: Your quoted service is [scope] for [date/venue], based on [confirmed conditions]. Total [amount/tax treatment]. Excluded: [items]. Changes require feasibility review and written authorization before acceptance. Next step: [reviewed approval/payment process].

04 Compare actual hours and costs after delivery. A high invoice can still be a weak event if logistics and preparation consume the margin.

YOUR WORKING RECORD

Included scope / conditions

Fee + add-ons + tax = total

Payment milestones / validity

Authorized changes / final version

General drafting starting point, not legal advice. Have local counsel review deposits, cancellation, refunds, liability and consumer requirements.