



Wild Card Event Pricing Example

Let's say someone calls and request you to come over and teach a group of 6 people how to prepare Rattlesnake Soup, Desert Cactus Biscuits and Prickly Pear Cream Cake. (We have no idea if these even exist, but for the sake of argument, they do, but are rare and a mystery to most people.)

Even you don't know much about these, but with a little Internet research and some Cooking Light® magazines, you think you can actually make these items. What on earth are you going to charge for this event?

You examine the recipes and determine that you can make all three with a four-burner stove and an oven, and probably within 90 minutes, with the soup taking the longest to prepare. You research the cost of these food items and find that rattlesnake isn't cheap, or readily available for that matter. There are 6 participants, who each get a taste, not an entire meal. You find that this will cost about \$50 to secure the food items - the rattlesnake is more because it is a special order with a delivery fee.

You know that as you've been conducting these classes, you want to walk away with at least \$65 per in-class hour spent actually teaching. You realize each of these 3 unique creations will require a separate recipe card, probably double sided. You estimate the hand-outs and ancillary items to come in at \$24, or \$4 per student.

\$130 - your teaching fee (you budget your time for 2 hours in class)
\$ 50 - your research (time) fee for an unusual request (this could go up depending on time spent)
\$ 24 - hand-outs, etc.
\$ 50 - food items

\$254 is the total, and you round up to \$260.

This equates to \$43 per attendee - if they added another participant the rate falls to about \$38 per attendee.

\$25-\$80 per hour of culinary instruction is within the national window, but also depends on the curriculum and intensity. The above example is well within the acceptable range. With such an unusual request, who is really going to have anything to compare the final product to, other than their own taste buds. And after this event, you've newly acquired knowledge of a truly unique event which has actually been accomplished to promote on your web site. Not many people can honestly state they have made a rattlesnake dish before (as an example).

The above sample is all hypothetical, but should paint a picture of how a unique request can actually work to your favor. You just need to assess whether you're up for that challenge!