

DIY Event Planning Guide

For birthdays, private gatherings, group workshops, ticketed events, large-scale activations and recurring event series.

EVENT TYPES

Private + Ticketed

GUEST RANGE

4 to 500+

SERIES MINIMUM

4 Workshops



From milestone celebrations to polished public workshops.

Compare event formats, guest counts, pricing and early budget ranges before requesting a quote.

WHAT THIS GUIDE COVERS

This guide works for private and ticketed events. Every tier can be host-paid, organization-paid, sponsored or ticketed. Final pricing is confirmed after Einnim reviews the date, location, attendance, selected experience and event logistics.

NAVIGATE THE GUIDE

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CHOOSE YOUR EVENT FORMAT

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QUICK PLANNING TIP

Start with the guest count you expect to guarantee, then choose the experience and event format. Einnim will confirm final pricing after reviewing the venue, timing and logistics.

START HERE

Find Your Event Fit

Choose the tier that best matches your guest count, venue, format and whether the event happens once or repeats throughout the year.

TIER ONE

Intimate Gatherings

4-15 guests

Birthdays, showers, friend gatherings, hotel events and small public workshops.

\$375 minimum | Operating fee starts at \$25

TIER TWO

Group Workshops

16-50 guests

Team events, offices, community groups, private venues and scheduled public workshops.

\$500 minimum | \$175 flat operating fee

TIER THREE

Large-Scale Activations

50-500+ guests

Conferences, employee events, festivals, sponsor activations and open-flow experiences.

Operating fee starts at \$650 | Optional co-branding \$350

TIER FOUR

Event Series

Minimum 4 workshops

Monthly, seasonal, resident, employee or public programming with at least 10 guests per workshop.

\$200 flat series fee

PRIVATE OR TICKETED?

The tier and workshop pricing stay the same. A private host pays Einnim directly. A ticketed-event organizer sets the ticket price, manages registration and remains responsible for the guaranteed Einnim total.

SMALLER EVENTS

Intimate Gatherings + Group Workshops

TIER ONE

Intimate Gatherings

A guided DIY experience for smaller groups gathering at a home, hotel, private room, boutique or intimate event space.

ATTENDANCE

4-15

MINIMUM

\$375

OPERATING FEE

Starts at \$25

Package Pricing

Package	Per Guest	Best For
One experience	\$40	One finished project
Two experiences	\$60	Two complementary projects
Three experiences	\$80	A fuller DIY experience

BEST FOR

- Birthdays and milestone celebrations
- Bridal or baby showers
- Friend gatherings
- Small host-led ticketed events

PLANNING RANGE

\$400-\$1,250

TIER TWO

Group Workshops

A structured workshop for groups participating together at an office, venue, community space or scheduled public event.

ATTENDANCE

16-50

MINIMUM

\$500

OPERATING FEE

\$175 Flat

Popular Experience Pricing

Experience	Per Guest	Experience	Per Guest
Sugar Scrub	\$19.50	Reed Diffuser	\$30
Lip Balm	\$20	Incense Cones	\$32.50
Bath Bomb	\$20	Candle Making - 9 oz	\$35
Essential Oil Roller	\$22	Candle Making - 4 oz	\$20
Body Mist / Room Spray	\$25	Natural Perfume	\$45

The 4 oz candle rate is available for events of 50 or more guests.

BEST FOR

- Corporate and team-building events
- Park districts and community groups
- Apartment and resident programming
- Private or ticketed venue workshops

PLANNING RANGE

\$500-\$3,500

LARGER + RECURRING EVENTS

Large-Scale Activations + Event Series

TIER THREE

Large-Scale Activations

A polished, high-volume DIY experience built for natural guest flow, staggered participation and professional event logistics.

ATTENDANCE
50-500+

OPERATING FEE
Starts at \$650

CO-BRANDING
Optional \$350

Format + Pricing

- Per-person pricing is based on the selected experience.
- Planning is built around attendance, timing, staffing and guest flow.
- Estimated planning range: \$1,625-\$10,000+.
- Optional co-branding includes custom labels, signage and guest-facing materials.

SAMPLE: 100-GUEST SUGAR SCRUB ACTIVATION

Guest experiences: 100 x \$19.50 = \$1,950
Starting operating fee: \$650
Standard activation: \$2,600
Co-branded total: \$2,950



BEST FOR

Conferences, employee events, festivals, sponsor activations and open-flow guest experiences.

TIER FOUR

Event Series

Recurring DIY programming for hosts who want consistent monthly, seasonal, resident, employee or public events.

SERIES MINIMUM
4 Workshops

ATTENDANCE
10+ Each

SERIES FEE
\$200 Flat

HOW A SERIES WORKS

- Choose at least four workshop dates.
- Select one experience for each date.
- Manage RSVPs or ticketing when applicable.
- Each workshop requires at least 10 guaranteed guests.

SAMPLE FOUR-EVENT SERIES

Workshop pricing: 40 seats x \$40 = \$1,600
Flat series fee: \$200
Estimated series subtotal: \$1,800

BEST FOR

Monthly workshops, seasonal programs and resident or employee wellness series.

FINAL PLANNING PAGE

Private or Ticketed?

The Einnim tier and workshop pricing stay the same. What changes is how the host funds the event and whether guests pay individually.

PRIVATE OR ORGANIZATION-PAID

One host covers the event

- Best for birthdays, showers, offices, family gatherings and private groups.
- The host or organization pays Einnim directly.
- No public ticket page is required.
- Guests may RSVP through the host.

EXAMPLE: 10-GUEST BIRTHDAY

One experience

Workshop pricing: 10 x \$40 = \$400

Starting operating fee: \$25

Estimated Einnim subtotal: \$425

PUBLIC OR TICKETED

The organizer sells admission

- The organizer sets the ticket price and manages registration, payments and refunds.
- Einnim bills the organizer based on guaranteed attendance and the applicable tier fee.

SIMPLE TICKET FORMULA

(Einnim subtotal + venue + other event expenses + desired revenue)
divided by expected paid attendance

EXAMPLE: 15 GUESTS

Estimated Einnim subtotal: \$625

Break-even Einnim cost per ticket: \$41.67

Example public ticket price: \$55

IMPORTANT NOTE

Any amount above the Einnim subtotal is not guaranteed profit. It may also need to cover the venue, payment-processing fees, food or beverages, marketing, taxes, outside staffing and unsold tickets.

VIRTUAL OPTION

Hosting guests in multiple locations? Ask about virtual DIY workshops and individually shipped kits.

Planning Resources

WORKSHOP EXPERIENCES

GROUP WORKSHOPS

LARGE-SCALE ACTIVATIONS

VENUE + EVENT SERIES

PAST EVENTS GALLERY

VIRTUAL DIY EVENTS

NEXT STEP

Send your date, location, estimated attendance, selected tier and project ideas. A 50% non-refundable deposit is typically required to reserve the date, with the remaining balance due seven days before the event.