

## Budgeting for a Dental Practice Open House

We have clients who've gotten more than 100 patients from a well-executed and highly successful open house. If you can get that many patients and you spend from \$1,000-\$5,000, for 100 patients we're talking about only \$10-\$50 acquisition cost per patient. That's awesome! If you get between 10-50 patients for that budget range, you're looking at \$100 acquisition per patient, which is still totally desirable! How much you want to and can spend will depend on many factors specific to your practice but whatever the amount, carve it out of your start-up budget from the get-go. **We've done some research to give you starting ideas for how much things might cost**, but keep in mind that pricing varies from area to area. Hopefully you'll be able to get some items donated or discounted, particularly food and prizes. We haven't listed every possible expenditure here, but we've tried to include enough for you to do some basic calculations for your open house.

### FOOD POSSIBILITIES - Breakfast

- Donuts** - \$10-\$12 per dozen  
 \$50-\$60 for 5 dozen/60 donuts (50 people)  
 \$90-\$108 for 9 dozen/108 donuts (100 people)  
 \$130-\$156 for 13 dozen/156 donuts (150 people)
- Muffins** - \$8-\$12 per dozen  
 \$40-\$60 for 5 dozen/60 muffins (50 people)  
 \$72-\$108 for 9 dozen/108 muffins (100 people)  
 \$104-\$156 for 13 dozen/156 muffins (150 people)
- Bagels** - \$5-\$15 per dozen  
 \$25-\$75 for 5 dozen/60 bagels (50 people)  
 \$45-\$135 for 9 dozen/108 bagels (100 people)  
 \$65-\$195 for 13 dozen/156 bagels (150 people)
- Cream Cheese** - \$0.25-\$0.33 each for individual packets/cups  
 \$15-\$20 for 60 packets/cups (50 people)  
 \$27-\$36 for 108 packets/cups (100 people)  
 \$39-\$52 for 156 packets/cups (150 people)
- Croissants** - \$6-\$8 per dozen  
 \$30-\$40 for 5 dozen/60 croissants (50 people)  
 \$54-\$72 for 9 dozen/108 croissants (100 people)  
 \$78-\$104 for 13 dozen/156 croissants (150 people)
- Granola Bars** - \$15-\$20 for 60-100 granola bars  
 \$30-\$40 for 120-200 granola bars

### Lunch/Dinner

- Pizza** - \$100-\$150 for 10 pizzas (50 people)  
 \$200-\$250 for 20 pizzas (100 people)  
 \$250-\$300 for 30 pizzas (150 people)
- Veggie/** - \$75 for 3 trays (50 people)
- Fruit** \$125 for 5 trays (100 people)
- Trays** \$200 for 8 trays (150 people)
- Sandwich** - \$30 for every 10 people
- Trays** \$150 for 5 trays (50 people)  
 \$300 for 10 trays (100 people)  
 \$450 for 15 trays (150 people)
- Wrap** - \$40 for 40 bite-sized wraps
- Trays** \$80 for 2 trays (50 people)  
 \$120 for 3 trays (100 people)  
 \$160 for 4 trays (150 people)
- Chip** - \$17 for 50 bags (50 people)
- Bags** \$35 for 100 bags (100 people)  
 \$50 for 150 bags (150 people)
- Pretzels**- \$28 per dozen + \$6 per 12-pack of dips  
 \$170 for 5 dozen/60 pretzels & dips (50 people)  
 \$306 for 9 dozen/108 pretzels & dips (100 people)  
 \$442 for 13 dozen/156 pretzels & dips (150 people)

### Dessert

- Cookies** - \$16-\$20 for 3 dozen/36 cookies  
 \$48-\$60 for 9 dozen/108 cookies (50 people; 2 each)  
 \$96-\$120 for 18 dozen/216 cookies (100 people; 2 each)  
 \$144-\$180 for 27 dozen/324 cookies (150 people; 2 each)
- Cupcakes** - \$2.50-\$3 each for 50+ cupcakes  
 \$125-\$150 for 50 cupcakes (50 people)  
 \$250-\$300 for 100 cupcakes (100 people)  
 \$375-\$450 for 150 cupcakes (150 people)

### Drinks

- Soda** - \$8-\$15 for 20-36 12-oz cans  
 \$24-\$45 for 60-108 cans  
 \$32-\$60 for 80-144 cans
- Bottled Water** - \$7-10 for 24 8-oz bottles  
 \$14-\$20 for 48 bottles  
 \$28-\$40 for 96 bottles
- Juice Boxes** - \$10-20 for 36-40 juice boxes  
 \$20-\$40 for 72-80 juice boxes  
 \$30-60 for 108-120 juice boxes

**Other Items:** Paper goods and utensils, serving trays/baskets/etc and serving utensils, trash bags, coolers, ice and/or dry ice, towels.

## Budgeting for a Dental Practice Open House - Page 2

### POTENTIAL ACTIVITIES FOR FAMILIES WITH KIDS

**Bounce House** - Most bounce houses can be rented for blocks of time from 2-4+ hours. The rates typically range from \$10-\$80/hour, with \$30-\$50/hour being the average. For 4 hours, plan on \$125-\$250. Reserve in advance to ensure availability on your date.

**Face Painting** - Let's say you pay 2 teenagers \$15/hour for 2 hours. That will cost you \$60 for labor, plus whatever supplies you need. You can buy a face painting kit for 5-80 faces (with designs included) for \$12-\$20 on Amazon. You could check your local craft store, as well. A Google search for "easy face painting ideas" results in doable designs for even less-than-artistic painters. You'll need chairs for your painters, along with a small table for the supplies. Ask your painters if they want to create their own sign for the table.

**Photo Op** - You can purchase a generic printed image with face cutouts for \$50-\$100 from somewhere like Oriental Trading. You could check places like Party City, too. If you decide to make a painted board, especially if you want it to be custom to dentistry and your brand, then the budget will depend on the board size and what materials you need to purchase. There are DIY tutorials online, many of them on Pinterest.

**Craft Station** - You can find free dental-themed coloring and activity sheets online. A couple boxes of 96-count crayons will cost \$16 or so, and a couple boxes of 48-count sidewalk chalk will cost around \$12-\$15 (on Amazon). Put crayons in bowls, and put chalk in a bucket.

**Bubble Machine** - Search "bubble machine" on Amazon. The low-end product with good reviews is about \$12, and a higher-end machine will cost around \$40. A 64-ounce container of bubbles is \$10 or so. Some customer reviews mentioned that mixing 4 ounces of glycerin in with regular bubbles a day or so in advance makes for a cheaper replacement of the "special," more expensive kind of bubbles sold with the bubble machine. We've tried this bubble hack, and it worked well.

**Balloons** - Balloon twisters typically charge an average of \$75-\$150/hour for 15-100 finished balloons, which breaks down to approximately \$1.50-\$10 per balloon sculpture. Depending on what other activities you choose and where you may rent from, you might be able to find a package that includes a bounce house *and* a balloon twister. An internet search for local balloon twisters in your area could help you find someone to tie balloons at your event for as low as \$20-\$25/hour. Use the power of Google at your fingertips!

**Portable Climbing Wall** - Our searches found that you could likely rent a portable climbing wall for \$300-\$850 for 2-3 hours. We know that's a wide price range, but rates seemed to vary quite a bit from region to region.

**Custom Shirts** - You can get t-shirts printed through CustomInk.com for \$8-\$15 each for a minimum of 25 shirts, which will be \$200-\$375.

## Just to Get You Started

We put this information together to help get you started with your plans and budget calculations for your practice open house. This isn't a comprehensive list of options, nor is it guaranteed to be accurate for your area. When researching pricing, we turned to Google, warehouses like Costco and Sam's Club, local grocery stores as well as national chains, and we checked online shopping websites including Amazon and Jet.com. The pretzel pricing is from Auntie Anne's. We tried to determine estimates and ranges that would be close enough for you to use when crunching numbers for the combination of food and activities that you're interested in for your event. After you get a pretty good idea of those foundational costs, you can calculate your remaining available budget for prizes, event-specific marketing, and any other event-related expenses. Getting items discounted or even donated will stretch your budget further.

Multi-purpose promotional materials, such as an emergency guide magnet, can be included in your start-up marketing campaign. That way they won't take up your open house budget. Costs for advertising solely for your event should be included in your open house budget.