



Workshop Pricing Guide

We're excited to have you as a workshop presenter at Centered Wellness and Yoga! Here's a quick guide to help you price your workshop for profitability:

Consider your workshop's duration and the expertise you bring. For context, most studios charge between \$15 and \$20 for a 60-minute class. We recommend setting a 2-hour workshop base price between \$35 and \$55, and adjusting for longer sessions, unique supply costs, or specialized expertise.

A \$10 administrative fee is added to each workshop. This covers support from our Workshop Team, including:

- Creation of a co-branded flier PDF with a QR code for booking
- Promotion via Instagram/Facebook (posts and stories) where you will be tagged for sharing
- Creation of a co-hosted Facebook Event with a ticket purchasing link
- An email blast to our clients
- Early bird registration discount options (not required, but available)
- An announcement in our branded app
- Assistance on the event day for participant check-in, etc

The revenue split is 70/30, with 70% going to the presenter and 30% to Centered Wellness and Yoga, after deducting credit card fees and the admin fee.

Example: 2-hour workshop with \$50 ticket price and 10 participants (8 paying by credit card, 2 by cash)

Total Ticket Sales: $\$50 \times 10 \text{ tickets} = \500

- Credit Card Fees: $3.5\% \text{ of } \$50 = \$1.75 \text{ per ticket}; \$1.75 \times 8 \text{ tickets} = \14
- Admin Fee: \$10
- Total Fees: $\$14 \text{ (CC fees)} + \$10 \text{ (admin fee)} = \24

Revenue After Fees: $\$500 - \$24 = \$476$

Profit Share Breakdown:

- Presenter's Share (70%): $\$476 \times 0.70 = \333.20
- Centered Wellness & Yoga's Share (30%): $\$476 \times 0.30 = \142.80

We hope this helps you set up a successful and profitable workshop!