

# MWR AFTER ACTION REPORT

Prepared By:

Title:

Email:

Telephone:

## Event/Program Information

Name of Program/Event:

Location:

Date/Time:

Number in Attendance:

Was attendance higher or lower than anticipated:

Demographic Info:      % Active Duty:

% AD Dependents:

% Civilians:

% Retirees:

Contributing Attendance  
Factors? (weather, advertising,  
food and beverage, location,  
etc.)

Was this a new program:

If no, how frequent is this event?

Would you recommend this  
program/event?

If no, please provide details:

Expenses: (Budget Breakdown Below)

Revenue: (Budget Breakdown Below)

Cost of Goods: \_\_\_\_\_

Supplies: \_\_\_\_\_

Program: \_\_\_\_\_

Grant: \_\_\_\_\_

Salaries: \_\_\_\_\_

Awards/Prizes: \_\_\_\_\_

Resale (F&B): \_\_\_\_\_

Other/Misc: \_\_\_\_\_

Entertainment: \_\_\_\_\_

Contractual: \_\_\_\_\_

Resale (Other): \_\_\_\_\_

**Net**

Advertising: \_\_\_\_\_

Other/Misc: \_\_\_\_\_

Sponsorship: \_\_\_\_\_

**Income:** \_\_\_\_\_

Lessons Learned: What can be  
done to improve the event?  
(advertising, food and  
beverage, location, etc.).

Additional Thoughts/Best  
Practices:

*Supporting Event Documentation: Attach photos, press clippings, publicity, commercial sponsorship documents, agreements, etc.*