

MARKETING BUDGET PLAN

NUMBER OF ATTENDEES	50
EVENT COSTS	\$2,500.00
EVENT PRICE per PERSON	\$50.00
ESTIMATED MARKETING GRAND TOTAL	\$45,743.00

SUBTOTAL \$48,243.00

Primary Category	Secondary Category	Estimated Quantity	Estimated Cost per Unit	Estimated Subtotal	Notes
Research	Research firm fees	2		\$2,300.00	\$4,600.00
Research	Web research	1		\$1,100.00	\$1,100.00
Research	Independent research	3		\$300.00	\$900.00
Research	Other research	2		\$250.00	\$500.00
Communications	Promotional brochures	5,000		\$0.15	\$750.00
Communications	Television	5		\$4,000.00	\$20,000.00
Communications	Radio	13		\$350.00	\$4,550.00
Communications	Web	1		\$350.00	\$350.00
Networking	Networking				\$0.00
Networking	Memberships	3		\$50.00	\$150.00
Networking	Affiliations	2		\$20.00	\$40.00
Networking	Subscriptions	2		\$32.00	\$64.00
Event	Number of attendees	50			\$0.00
Event	Meal (breakfast, lunch, or dinner)				\$0.00
Event	Food			\$23.00	\$0.00
Event	Tax (10%)			\$2.30	\$0.00
Event	Food and beverage gratuity (20%)			\$5.06	\$0.00
Event	Valet services	1		\$300.00	\$300.00
Event	Entertainment #1	1		\$800.00	\$800.00
Event	Entertainment #2	1		\$1,200.00	\$1,200.00
Event	Other services	1		\$200.00	\$200.00
Audio/Visual Services	Basic PA system and podium	1		\$0.00	\$0.00 Provided by venue (usually)
Audio/Visual Services	Screen	1		\$0.00	\$0.00 Provided by venue (usually)
Audio/Visual Services	XGA data/video projector rental	1		\$45.00	\$45.00
Audio/Visual Services	Wireless mouse	1		\$12.00	\$12.00
Audio/Visual Services	Power strips	1		\$0.00	\$0.00 Provided by venue (usually)
Audio/Visual Services	Extension cords	1		\$0.00	\$0.00 Provided by venue (usually)
Audio/Visual Services	Lavalier microphone	1		\$0.00	\$0.00 Provided by venue (usually)
Audio/Visual Services	Labor and AV technicians	1		\$300.00	\$300.00
Audio/Visual Services	Tax (8.8%)			\$31.42	\$0.00
Additional Costs	Invitation (printing and postage costs)			\$834.00	\$0.00
Additional Costs	Time & Expense (T&E)			\$600.00	\$0.00
Additional Costs	Company staff T&E			\$200.00	\$0.00 <Number of persons onsite>
Additional Costs	Customer testimonial T&E			\$100.00	\$0.00
Giveaways	Giveaway #1	25		\$10.00	\$250.00 <Giveaway item description>
Giveaways	Giveaway #2	25		\$5.00	\$125.00 <Giveaway item description>
Promotions	Product giveaways	50		\$8.00	\$400.00
Promotions	Product discounts	300		\$3.00	\$900.00
Promotions	Special offers	200		\$2.50	\$500.00
Advertising	Brochures (development and production)	5,000		\$0.15	\$750.00
Advertising	Mailings	15,000		\$0.04	\$600.00
Advertising	Postcards	15,000		\$0.03	\$450.00
Advertising	Television	2		\$600.00	\$1,200.00
Advertising	Radio	4		\$300.00	\$1,200.00
Advertising	Newspapers	6		\$220.00	\$1,320.00
Advertising	Billboards	2		\$556.00	\$1,112.00
Advertising	Bus sides	3		\$125.00	\$375.00
Public Relations	Charity events	3		\$200.00	\$600.00
Public Relations	Advertising	4		\$200.00	\$800.00
Public Relations	Employee promotions	6		\$200.00	\$1,200.00
Public Relations	Sponsorships	3		\$200.00	\$600.00

MARKETING CATEGORY CHART

Primary Category										
Additional Costs	Advertising	Audio/Visual Communicatio Event			Giveaways	Networking Promotions	Public Relatio	Research	Total Result	
\$0.00	\$7,007.00	\$357.00	\$25,650.00	\$2,500.00	\$375.00	\$254.00	\$1,800.00	\$3,200.00	\$7,100.00	###

