

Business Development & Marketing Sample Budget

Tactic Category	Project Name	Cost Components	Project Costs
Business Development			
	Client Meetings/Lunches	Meeting Costs	\$ 4,200
	30 meetings/quarter = 120 meetings/year	Travel Costs	\$ 800
	\$35/meeting = \$4,200/year		<u>\$ 5,000</u>
		Subtotal	5,000
Branding			
	Direct Mail Campaign	Designer	\$ 500
	Q = 1,000 mailers/quarter; 4,000 postcards	Printing	3,000
		Postage	400
		Unique URL	100
		800 #	250
			<u>\$ 4,250</u>
		Subtotal	\$ 4,250
Public Relations			
	PR Tracking Service	Bacon's Media Services	\$ 1,200
	Yearly Subscription		<u>\$ 1,200</u>
	PR Clipping Service	Bacon's Clipping Services	\$ 100
	\$1.00/clipping - Anticipated 100 clippings/year		<u>\$ 100</u>
		Subtotal	\$ 1,300
Internal Communication & Events			
	Annual Meeting	Room/AV Rental	\$ 500
	Event logistics, food & rentals	Catering	\$ 2,000
			<u>\$ 2,500</u>
		Subtotal	2,500
Marketing Supplies			
	Paper, Pens, Misc. Supplies		\$ 2,000
	InDesign Software		\$ 1,500
	Camera Supplies		\$ 100
	Shipping		\$ 1,500
	Color Scanner		\$ 800
	Binding Machine		\$ 1,200
			<u>\$ 7,100</u>
		Subtotal	\$ 7,100
		Total Budget	<u>\$ 20,150</u>