

## SAMPLE Campaign Budget Plan

Category	Estimated Quantity	Estimated Cost per Unit	Estimated Subtotal	Notes
<b>Research</b>				
Web research	1	\$500.00	\$200.00	
Other research	2	\$250.00	\$50.00	
<b>Research Costs Total</b>			<b>\$250.00</b>	
<b>Event</b>				
<i>Number of attendees</i>	<b>50</b>			
<b>Meal</b> (breakfast, lunch, or dinner)				
Food & Bev (inc. tax & gratuity)		\$25.00	\$1,250.00	
			\$0.00	
<b>Meal Costs Subtotal</b>			<b>\$1,250.00</b>	
<b>Audio/Visual Services</b>				
Basic PA system and podium	1	\$0.00	\$0.00	Provided by venue (usually)
Screen	1	\$0.00	\$0.00	Provided by venue (usually)
Power strips	1	\$0.00	\$0.00	Provided by venue (usually)
Extension cords	1	\$0.00	\$0.00	Provided by venue (usually)
Microphone	1	\$0.00	\$0.00	Provided by venue (usually)
Labor and AV technicians	1	\$200.00	\$200.00	
<b>Audio/Visual Services Subtotal</b>			<b>\$200.00</b>	
<b>Additional Costs</b>				
Invitation <i>(printing and postage costs)</i>		\$150.00	\$150.00	
<b>Additional Costs Subtotal</b>			<b>\$150.00</b>	
<b>Event Costs Total</b>			<b>\$1,600.00</b>	
<b>Event Price per Person</b>	<b>\$32.00</b>			
<b>Promotions</b>				
giveaways	50	\$8.00	\$400.00	
item 1	200	\$1.50	\$300.00	
item 2	500	\$0.89	\$445.00	
item 3	2,000	\$0.50	\$1,000.00	
<b>Promotions Costs Total</b>			<b>\$2,145.00</b>	
<b>Advertising</b>				
Brochures (development and productic	3,000	\$1.00	\$3,000.00	
Mailings	2,000	\$1.00	\$2,000.00	
Postcards	0	\$1.00	\$0.00	
Television	2	\$600.00	\$1,200.00	
Radio	4	\$300.00	\$1,200.00	
Newspapers	6	\$220.00	\$1,320.00	
Social Media	12	\$0.00	\$0.00	
Website	1	\$1,000.00	\$1,000.00	
Signs	200	\$50.00	\$10,000.00	
<b>Advertising Costs Total</b>			<b>\$19,720.00</b>	
<b>Campaign Office / Vehicles</b>				
Office Space	1	\$2,000.00	\$2,000.00	
Office Equipment & Furniture rentals	1	\$800.00	\$800.00	
Office Supplies & Printing	1	\$2,000.00	\$2,000.00	
Vehicle costs	3	\$100.00	\$300.00	
Miscellaneous / Contingency			\$1,000.00	
<b>Campaign Office/ Vehicles Costs Total</b>			<b>\$6,100.00</b>	
<b>ESTIMATED GRAND TOTAL</b>			<b>\$29,815.00</b>	