

Event-based Marketing Campaign Budget Document

1. Campaign Overview

Event Name	Summer Product Launch 2024
Date of Event	July 21, 2024
Location	Downtown Convention Center
Campaign Objective	Increase brand awareness and generate leads

2. Budget Breakdown

Item / Category	Description	Quantity	Estimated Cost	Actual Cost	Notes
Venue Rental	Main Hall Booking	1 day	\$3,000		Includes basic AV
Event Marketing	Digital Ads & Print Materials	1 campaign	\$2,500		Pre and post-event
Catering	Lunch & Refreshments	150 people	\$4,000		Buffet style
Speakers & Talent	Keynote Speaker	1	\$2,000		Travel included
Decor & Branding	Banners, Stage Setup	Full event	\$1,200		
Miscellaneous	Contingency Fund	-	\$800		Unexpected expenses
Total			\$13,500		

3. Approval & Sign-Off

Prepared By	[Name]	Date	[Date]
Approved By	[Name]	Date	[Date]

Important Notes

- Ensure all cost estimates are backed by vendor quotes or historic data.
- Leave room in the budget for unforeseen or miscellaneous expenses.
- Update "Actual Cost" fields after event completion for accurate post-event analysis.
- Categorize expenses clearly for easier tracking and reporting.
- Get approvals before proceeding with any major expenditures.