



Promotional Event Budget

Event Name _____ Date of Event _____

Event Contact _____ Contact Number _____

Expenses

Event Registration _____
Printed Materials _____
Samples or Gifts _____
Staffing _____
Transportation _____
Equipment (Rental) _____
Advertising/Marketing _____
Decorations _____
Misc. _____
TOTAL COST _____

Revenue

Sales at Event _____
Sales Following Event _____
TOTAL REVENUE _____

Promotional Value

Samples Provided _____
Branded Materials Distributed _____
Personal Contact _____
TOTAL PROMOTIONAL VALUE _____

Return on Investment

REVENUE _____
+ PROMOTIONAL VALUE _____
- COST _____
= NET PROFIT or ROI _____