

EVENT PROMOTION COST SHEET

Event Name: _____

Date of Event: _____

Prepared By: _____

Total Budget (\$): _____

1. Digital Marketing & Advertising

Expense Item	Estimated Cost (\$)	Actual Cost (\$)	Variance (\$)	Notes

2. Print & Physical Collateral

Expense Item	Estimated Cost (\$)	Actual Cost (\$)	Variance (\$)	Notes

3. Public Relations & Influencers

Expense Item	Estimated Cost (\$)	Actual Cost (\$)	Variance (\$)	Notes

4. On-Site Promotion & Merchandising

Expense Item	Estimated Cost (\$)	Actual Cost (\$)	Variance (\$)	Notes

Expense Summary

Category	Total Estimated (\$)	Total Actual (\$)	Total Variance (\$)
1. Digital Marketing & Advertising			
2. Print & Physical Collateral			
3. Public Relations & Influencers			
4. On-Site Promotion & Merchandising			
TOTAL PROMOTION COSTS			