

# PUBLIC RELATIONS EVENT EXPENSE SPREADSHEET

Expense Template for Public Relations and Media Outreach

<b>Event Name:</b>		<b>Event Date:</b>	
<b>Target Audience:</b>		<b>Location/Venue:</b>	
<b>PR Manager:</b>		<b>Total Budget:</b>	

CATEGORY & ITEM DESCRIPTION	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES / VENDOR INFORMATION
<b>1. Venue &amp; Catering</b>				
Venue Rental / Space Hire				
Food & Beverages (Media & Guests)				
Audio/Visual (AV) Equipment & Technical Support				
Decorations, Signage & Branding				
<b>Subtotal - Venue &amp; Catering</b>				
<b>2. Media &amp; Press Kits</b>				
Press Kit Printing & Folder Production				
Promotional Items & Media Swag Bags				
Digital Press Kit Hosting / USB Drives				
Product Samples for Demonstration				
<b>Subtotal - Media &amp; Press Kits</b>				
<b>3. PR Agency &amp; Professional Staff</b>				
PR Agency Event Management Fees				
Photographer & Videographer Services				
Keynote Speakers / Influencer Fees				
On-Site Hostesses & Security Personnel				
<b>Subtotal - PR Agency &amp; Staff</b>				
<b>4. Marketing &amp; Communications</b>				
Press Release Wire Distribution Services				
Invitations Design & Electronic Delivery				

CATEGORY & ITEM DESCRIPTION	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES / VENDOR INFORMATION
Social Media Paid Promotion				
Media Monitoring & Post-Event Clipping Services				
<b>Subtotal - Marketing &amp; Communications</b>				
<b>5. Travel &amp; Accommodations</b>				
Media / Journalist Flights & Transportation				
Media Hotel Lodging				
Staff Travel & Local Transfers				
<b>Subtotal - Travel &amp; Accommodations</b>				
<b>6. Administration &amp; Miscellaneous</b>				
Permits, Insurance & Licensing				
Courier Services & Shipping Fees				
Contingency / Emergency Fund				
<b>Subtotal - Administration &amp; Misc</b>				
<b>GRAND TOTAL</b>				