

EVENT GIVEAWAY & PROMOTIONAL MERCHANDISE BUDGET

Event Name:
Event Date:
Department/Cost Center:
Prepared By:

1. Promotional Merchandise (Apparel, Tech, Office)

ITEM DESCRIPTION	QTY	UNIT COST	EST. COST	ACTUAL COST	VARIANCE
Subtotal - Promotional Merchandise					

2. Giveaways & Novelty Items (Low-cost, High-volume)

ITEM DESCRIPTION	QTY	UNIT COST	EST. COST	ACTUAL COST	VARIANCE
Subtotal - Giveaways					

3. Production & Logistics (Setup Fees, Shipping, Packaging)

EXPENSE DESCRIPTION	QTY	UNIT COST	EST. COST	ACTUAL COST	VARIANCE
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Subtotal - Logistics

TOTAL ESTIMATED BUDGET

TOTAL ACTUAL SPEND

TOTAL VARIANCE

Notes & Approvals

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