

PUBLIC RELATIONS EVENT BUDGET CALCULATOR

EVENT NAME

EVENT DATE

VENUE / LOCATION

TARGET AUDIENCE SIZE

TOTAL ALLOCATED BUDGET

TOTAL ESTIMATED COST

TOTAL ACTUAL COST

REMAINING BALANCE / VARIANCE

1. Venue & Catering

Expense Item	Estimated (\$)	Actual (\$)	Variance (\$)	Notes
Venue Rental Fee				
Food & Beverage / Catering				
AV Equipment & Tech Support				
Service Staff & Gratuity				
Venue & Catering Total				

2. Promotion, PR & Marketing

Expense Item	Estimated (\$)	Actual (\$)	Variance (\$)	Notes
Press Kit Design & Printing				
Paid Media & Sponsored Content				
Invitations & Digital Mailers				
Photographer & Videographer				
Promotion & PR Total				

3. Speakers, Talent & Key Guests

Expense Item	Estimated (\$)	Actual (\$)	Variance (\$)	Notes
Speaker / MC Honorarium				
Talent Travel & Lodging				
VIP Rider / Green Room Comforts				
Talent & Speakers Total				

4. Signage, Decor & Collateral

Expense Item	Estimated (\$)	Actual (\$)	Variance (\$)	Notes
Banners & Step-and- Repeat Backdrop				
Table Decor & Florals				
Gift Bags / Promotional Swag				

Expense Item	Estimated (\$)	Actual (\$)	Variance (\$)	Notes
Signage & Decor Total				

5. Operations & Administration

Expense Item	Estimated (\$)	Actual (\$)	Variance (\$)	Notes
Event Permits & Licensing				
Liability Insurance				
Security Services				
Contingency Fund				
Operations Total				