

Marketing Budget Plan

Communication Marketing Budget Plan		Olympus PR		
Category	Estimated Quantity	Estimated Cost per Unit	Estimated Subtotal	Notes
Public Forum Events				
Snacks	6	\$100.00	\$600.00	
Location Rental	6	\$0.00	\$0.00	
Subtotal			\$600.00	
Tax (8.4%)			\$50.40	
Public Forum Total			\$650.40	
Swag				
Brochures	100	\$0.15	\$15.00	
Swag - Pens	40	\$0.40	\$16.00	
Swag - Tote Bags	40	\$1.00	\$40.00	
Swag - Chapsticks	40	\$0.30	\$12.00	
Tax (8.4%)			\$6.97	
Swag Costs Total			\$89.97	
Fundraiser with Camas Meadows Golf Club				
Course Buyout	1	\$9,500.00	\$9,500.00	
Venue Costs Subtotal			\$9,500.00	
Banquet Menu: Pitch 19	144	\$19.00	\$2,736.00	
Drink Tickets*		\$11.50	\$0.00	<i>Actual Unit Price: \$6.50-\$11.50</i>
Keg(s)*		\$600.00	\$0.00	<i>Actual Unit Price: \$500-\$600</i>
Server Fee(s)		\$175.00	\$0.00	
Food Costs Subtotal			\$2,736.00	
Rental Clubs		\$45.00	\$0.00	
Donated Rounds of Golf w/ Carts:		\$75.00	\$0.00	
Gift Cards			\$0.00	
Gratuity (20%)		\$547.20	\$547.20	
Tax (8.4%)		\$275.79	\$275.79	
Other Costs Subtotal			\$822.99	
Fundraiser Costs Total			\$13,058.99	

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Public Relations/ Advertising			
Brochures (development and production)	1,000	\$0.15	\$150.00
Feature story in newspaper	2	\$0.00	\$0.00
Public Relations/ Advertising Costs Total			\$150.00

ESTIMATED COMMUNICATION MARKETING GRAND TOTAL **\$13,949.36**