

Annual Marketing Campaign Budget Outline

Overview

Campaign Name
Year
Prepared By
Date

Budget Summary

Category	Allocated Budget	Notes
Advertising		
Digital Marketing		
Events & Sponsorships		
Public Relations		
Content Production		
Market Research		
Other		
Total		

Monthly Breakdown

Month	Budget	Planned Activities
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		

December

Approvals

Name	Title	Signature	Date