**Marketing Budget Request Form**

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| --- | --- | --- | --- |
| **Company Name:** |  | | |
| **Department:** |  | **Requested By:** |  |
| **Date:** |  |  |  |

**1. Campaign/Project Details**

|  |  |  |  |
| --- | --- | --- | --- |
| **Campaign/Project Title:** |  | | |
| **Objective/Purpose:** |  | | |
| **Target Audience:** |  | **Start & End Date:** |  |

**2. Budget Request Breakdown**

| **Expense Category** | **Description** | **Estimated Cost ($)** | **Justification/Notes** |
| --- | --- | --- | --- |
| Advertising (Print/TV/Digital) | Social media ads (Facebook, Google) | 2,500 | Targeted lead generation |
| Creative & Design | Graphic design, content creation | 1,200 | Ad creatives + brochures |
| Events/Promotions | Trade show booth & promo materials | 3,000 | Increase brand visibility |
| Public Relations (PR) | Press release distribution | 800 | Media coverage |
| Other Expenses | Contingency | 500 | Unexpected costs |
| **Total** |  | **$8,000** |  |

**3. Expected Outcomes**

|  |  |  |
| --- | --- | --- |
| Increase brand visibility by \_\_\_\_% | Generate \_\_\_\_\_ new leads | Achieve projected sales increase of $\_\_\_\_\_\_ |
| Strengthen customer engagement through | |  |

**4. Approvals**

* **Requested By:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature/Date)
* **Reviewed By (Manager):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature/Date)
* **Finance Approval:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature/Date)
* **Executive Approval:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature/Date)