



Sample Event Marketing Budget

Revised January 2025

Event Name: Apple Capital Event		Event Date(s): Sept 1 - 2, 2024	
Media Type	Description	Run Dates	Cost (Net)
Billboard	10' x 30' billboard in Atlanta on I-75	July 1 - 15	\$3,500
Social Media	Boosted event graphic on Instagram	July 1 - 15	\$750
TOTAL SPEND:			\$4,250