

Promotional Planning & Budgeting Guide

Studio B Graphics

402-494-1883 • 402-494-2024 (fax)
info@StudioBGraphics.com • StudioBGraphics.com

Promotional Themes

Financial
Safety
Fitness
Education
Patriotic
Recognition
Hi-tech
Sports
Seasonal
Motivation
Cultural
Fundraising
Religious
Outdoors
On the Move
Holiday
Generational
Health
Spirit
Business
Mystery
Traditional
TV Shows
Union
Musical
Internet
Landmarks
Hollywood
Academia
Performance
Mythology
Competition
Events
Artistic
Cartoon
Take Flight
Medical
Hobbies
Mystical
Sci-Fi
Construction
Network
Community
Travel
Organize
Gourmet
Timely
Modern
Classic
POP
Essential
Stress Relief
Celebration
Cyber
Cool
Rush
Power
Free
Collectible
Luxurious
Kids' Stuff

**Make a game plan for your imprinted item needs for each event.
Once you have an idea of the program, budget, target audience and goals,
give us a call and we'll do the rest!**

Event/Project Description: _____

Business-to-Business Business-to-Consumer Employees

Schedule:

Order Date: _____ Delivery Date: _____ Event Date: _____

Objectives: *(What are you trying to achieve?)*

Primary: _____

Secondary: _____

Where is that person most likely to be when in need of your product/service?

How can you promote your product/service to that person when most in need of it?

Message

What image do you want to project to your customers and community?

What major point do you want to communicate? _____

If you could choose only one thing the reader would remember, what would it be?

Theme *(Does your promotion fit any theme? The list on the left may help you generate some ideas.)*

What is the theme of your promotion? _____

Distribution

What is the best way to reach your audience?

Direct Mail Ceremonies Gift with Purchase Hand Deliver
 Trade Shows Broadcast Advertising Internet Advertising Phone Call
 Networking Bundled with Product Other: _____

Promotional Products

How many items do you need for the event? _____

What item(s) would best meet your goals? _____

What items have you used in the past? _____

Measure of Success

How will you know the program is successful?

Ideal Results: _____

Acceptable Results: _____

Calendar of Events

January
Nat'l Real Estate Broker Mo
Nat'l Thank You
Customers Wk
Customer Service Day
Super Bowl

February
American Heart Mo
Valentine's Day
Build a Better Trade Show
Image Wk

March
American Red Cross Mo
Health Care Diversity Mo
St. Patrick's Day
First Day of Spring
Nat'l Spring Fever Wk

April
Nat'l Public Health Wk
Income Tax Day
Nat'l Stress Awareness Day
Nat'l Library Wk
Admin. Professionals Day
Take Daughter/Son to
Work Day

May
Nat'l Pet Wk
Teacher Appreciation Wk
National Tourism Wk
Small Business Wk
Nat'l Nurses Day
Kentucky Derby
Mother's Day
Police Wk
Nat'l Transportation Wk
Armed Forces Day
Memorial Day

June
Nat'l Safety Mo
Flag Day
Father's Day
First Day of Summer

July
Nat'l Parks & Recreation
Mo
Nat'l Education Mo
Independence Day
Parent's Day

August
Summer Olympics
Nat'l Health Center Wk
Nat'l Aviation Day

September
Labor Day
Nat'l Emergency
Preparedness Wk
Internat'l Literacy Day

October
National Dental Hygiene
Mo
Computer Learning Mo
Nat'l Boss Day
Nat'l School Bus Safety Wk
Nat'l Business Women's Wk
Halloween

November
General Election Day
Veterans Day
American Education Wk
Thanksgiving

December
World AIDS Day
Hanukkah
Christmas
First Day of Winter
New Year's Eve

Yearlong Budget Worksheet

Total Budget \$ _____

Don't forget to include setup charges, freight costs, packaging requirements and other line items.
Be realistic and match your resources with your goals.

$(\# \text{ of Items} \times \text{Unit Cost}) + \text{Misc. Fees} = \text{Total Cost}$

	4th Quarter	3rd Quarter	2nd Quarter	1st Quarter	
					Date
					Event
					Purpose
					Item/# of items
					Unit Cost
					Misc. Fee
					Total Cost