



Grant Application Sample Budget

This is a sample budget template. You may include additional line items appropriate for your event/project, or provide your own version of a detailed budget. Regardless of which format you use, a complete, detailed budget inclusive of all revenues and expenses is required for a complete grant application. Please reference the Grant Guidelines for more information, and for examples of eligible and ineligible expenses. As a reminder, non-profit organizations must provide a minimum 50% match and for-profit organizations must provide a 100% match.

Basic Information	
Project Name: Passport to Canton	
Total Cost of Project	\$22,110
Tourism Funding Requested	\$11,055
Organization Match Amount	\$11,055

Revenues	
Admission Ticket Sales	\$
Monetary Sponsorships	\$10,000
Applicant/Vendor Fees	\$
Merchandise Sales	\$
Donated Ad Space/Printed Collateral	\$
Leveraging Another Grant	
Organization Operational Funds	\$ 1,055.00
Other (Please Explain)	\$
Other (Please Explain)	\$
Total Revenues	\$ 11,055.00

Expenses	
Administrative Expenses	
Salaries	\$
Insurance	\$
Other (Please Explain)	\$
Other (Please Explain)	\$
Administrative Sub-Total	\$ -
Supplies	
Signage	500
Promotional Items	\$
Food & Beverage	\$
Paper Goods & Office Supplies	\$
Other (Please Explain) t-shirts	\$3,000
Other (Please Explain) passport booklets	\$2,600
Supplies Sub-Total	\$ 6,100.00
Operating Expenses	
Venue Rental	\$
Entertainment	\$
Sound System/AV	\$
Speaker Fees	\$
Prizes and Giveaways	250
Other (Please Explain)	\$
Other (Please Explain)	\$
Operating Sub-Total	\$ 250.00
Marketing Expenses	
Print Advertising	\$ 13,560.00
Digital Advertising	
Google Pay-Per-Click Ads	\$
Social Media Ads	\$ 2,200.00
Public Relations	\$
Influencer Hosting Fees	\$
Radio Ads	\$
Photography	\$
Videography	\$
Other (Please Explain)	
Other (Please Explain)	\$
Marketing Sub-Total	\$ 15,760.00

Total Expenses	\$	22,110.00
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Member merchants, 10 @ \$500, logo on t-shirt, prominent placement in passbook

banners, posters

300 t-shirts (spent \$614 last year)

1000 booklets (spent \$789 last year)

incidentals, expenses grand prize winner

Our State, half-page ad \$6780, October/November, retirees/older adults

Facebook/Instagram, carousel ads, targeted location/age/gender, November/Dec

ember/January, Charlotte/Winston-Salem/Columbia SC, retirees/young families/young adults, fei

male