

Promotional Merchandise Budget

At-A-Glance Worksheet

From building brand awareness, lead generation, employee engagement, and customer retention to tradeshow giveaways and corporate clothing, the reasons to invest in promotional merchandise are many. This worksheet aims to guide you to strategically allocate resources for events, gifts, prospecting, and other merchandising needs throughout the year.

Quarter 1 (January - March)

Month	Event, Occasion, or Campaign	Promotional Merchandise Needs	Estimated Cost
Q1 Budget \$			

Quarter 2 (April - June)

Month	Event, Occasion, or Campaign	Promotional Merchandise Needs	Estimated Cost
Q2 Budget \$			

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Quarter 3 (July - September)

Month	Event, Occasion, or Campaign	Promotional Merchandise Needs	Estimated Cost
Q3 Budget \$			

Quarter 4 (October - December)

Month	Event, Occasion, or Campaign	Promotional Merchandise Needs	Estimated Cost
Q4 Budget \$			