



Leon County Division of Tourism / Visit Tallahassee  
Sample Event Marketing Budget

EVENT NAME	Family Fun Event	EVENT DATES	April 1-3, 2021	
MEDIA TYPE	DESCRIPTION	RUN DATES	COST (NET)	
Billboard	10' x 30' billboard in Pensacola on I-10	March 15 – 30	\$ 3,500.00	
Social Media	Boosted event posting on Facebook to Orlando area families.	Feb. 1 – April 1	\$ 750.00	
Radio	100 commercials on WXYZ (101.1 FM) in Jacksonville	Feb. 1 – April 1	\$ 2,750.00	
		<b>TOTAL SPEND:</b>	<b>\$ 7,000.00</b>	



Leon County Division of Tourism / Visit Tallahassee  
Event Marketing Budget

EVENT NAME		EVENT DATES		
MEDIA TYPE	DESCRIPTION	RUN DATES	COST (NET)	
<b>TOTAL SPEND:</b>				