

## Q1 Budget Allocation - Marketing Department

Department: Finance

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### Summary:

This document outlines the financial distribution for the Marketing Department for Q1 of FY2025.

### Budget Categories:

- Digital Advertising: \$50,000 (Includes Google Ads and Meta Ads)
- Event Sponsorships: \$25,000 (Q1 Trade Shows & Expo participation)
- Content Creation: \$15,000 (Video, blog, and creative assets)
- Agency Retainers: \$30,000 (PR and digital agencies)
- Miscellaneous: \$10,000 (Unplanned initiatives)

Comments: Line 3 (Content Creation) requires clarification on specific content deliverables.