

SAMPLE-BUDGET WORKSHEET

- Please include coverage maps of all broadcast and print media purchases to show reach outside Lincoln County. Your spend on advertising within a 100-mile radius of North Platte can **ONLY** be counted toward your Match.
- **You must include bids for all line items included in the grant request column.**
- Event and Sports Incentive applications must indicate a minimum amount equal to 10% requested amount committed to promotion of event.
- Match is the funds you are committing to spending on the project. Match can also be 'in-kind' items.
- Use additional sheet of paper if necessary.

PROMOTIONAL ACTIVITIES

Activity	Grant Request	Match	Total Spend
Brochure/poster design, printing, distribution	\$ 500.00	\$	\$ 500.00
Social Media	\$	\$ 150.00	\$ 150.00
Radio (list stations): KNPQ, The HAWK	\$	\$ 300.00	\$ 300.00
TV (list stations):	\$	\$	\$
Newspapers (list publications): Telegraph	\$	\$ 150.00	\$ 150.00
Direct Mail	\$	\$	\$
Website	\$	\$	\$
Other: KAAQ Radio	\$ 150.00	\$	\$ 150.00
Other:	\$	\$	\$
Other:	\$	\$	\$
Promotional Fund Total	\$ 650.00	\$ 600.00	\$ 1250.00

INCENTIVE FUND ACTIVITIES

Activity	Grant Request	Match	Total Spend
Entertainment-Rascal Martinez	\$ 2,500.00	\$	\$ 2,500.00
Prize Money	\$ 3,000.00	\$	\$ 3,000.00
Sound Equipment Rental	\$ 750.00	\$	\$ 750.00
Trophies	\$	\$ 300.00	\$ 300.00
Porta Potties	\$	\$ 1,000.00	\$ 1,000.00
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Incentive Fund Total	\$ 6,250.00	\$ 1,300.00	\$ 7,550.00
Promotional Fund Total (above)	\$ 650.00	\$ 600.00	\$ 1,250.00
TOTALS FOR PROMOTION + INCENTIVE ACTIVITIES	\$ 6,900.00	\$ 1,900.00	\$ 8,800.00

PLEASE NOTE: GRANT REQUEST + MATCH = TOTAL