



## **Yarmouth Special Events Grant Program MARKETING PLAN TEMPLATE (Attachment D)**

**Use this Marketing Plan to identify the action items and expectations that surround marketing your event.**

### **BACKGROUND**

Please provide history/background on your event:

### **OBJECTIVES**

The event's marketing objectives will be the following:

### **TARGET AUDIENCE**

Please describe who your target market is (demographics):

**STRATEGY**

How will you achieve your objectives?

Strategy	Timeline
Example: Print advertising	Date xx/xx – xx/xx

**PARTNER ORGANIZATIONS**

Please list any organizations you are partnering with on your event.

**BUDGET SUMMARY**

Please provide an overall summary of your budget for each objective.

Outlet	Cost
Example: Radio Ads	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

**TOTAL: \$**