

Marketing budget 2026

Income

Store

<i>Merchandise</i>	\$	-
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Subtotal	\$	-
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Income total	\$	-
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Expenses

Conference / Events

<i>Plone Conference</i>	\$	2,000.00
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<i>Plone Events</i>	\$	500.00
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<i>Tech / OSS / Python</i>	\$	1,000.00
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<i>CMS-focused</i>	\$	-
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<i>Other</i>	\$	-
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Subtotal	\$	3,500.00
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Professional Services

<i>Design</i>	\$	2,500.00
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<i>Writing</i>	\$	-
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<i>Other</i>	\$	1,000.00
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<i>Videos?</i>	\$	-
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Subtotal	\$	3,500.00
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Software

<i>Figma</i>	\$	240.00
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<i>Zoom</i>	\$	-
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<i>Streamyard subscription</i>	\$	745.09
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<i>Stock photos</i>	\$	100.00
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<i>Buffer subscription</i>	\$	988.00
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<i>Buzzsprout</i>	\$	228.00
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<i>Flickr</i>	\$	82.00
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<i>Mailerlite?</i>		
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Subtotal	\$	2,383.09
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Promotional Materials

<i>Advertising</i>	\$	-
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<i>Stickers</i>	\$	-
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<i>T-Shirts</i>	\$	-
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<i>Banner / Booth decoration</i>	\$	-
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<i>Brochure</i>	\$	-
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<i>Leaflets</i>	\$	-
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<i>other</i>	\$	1,000.00
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Subtotal	\$	1,000.00
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Travel

<i>Marketing Team (Lead) Stipend</i>	\$	4,000.00
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Subtotal	\$	4,000.00
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Sprints (non-strategic)	\$	2,000.00
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Subtotal	\$	2,000.00
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Membership

<i>CMS Garden</i>	\$	1,200.00
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Subtotal	\$	1,200.00
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Expenses total	\$	17,583.09
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