

Advertising Budget Appraisal

Date: [Insert Date]

[Your Name]

[Your Position]

[Your Company]

[Company Address]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to present the appraisal of our advertising budget for the upcoming fiscal year. After thorough analysis and discussions, we have outlined the key components and proposed allocations based on our strategic objectives and anticipated market trends.

Proposed Advertising Budget Breakdown

- Digital Marketing: [Amount]
- Print Advertising: [Amount]
- Television Campaigns: [Amount]
- Event Sponsorships: [Amount]
- Public Relations: [Amount]

Our proposed budget reflects a [percentage]% increase/decrease compared to last year, which will allow for [reason for increase/decrease]. We believe this investment is crucial for enhancing our brand visibility and increasing our market share.

Please let me know a convenient time for us to discuss this proposal further. I look forward to your feedback.

Thank you for considering this evaluation.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]