

"LIGHT UP STOUGHTON" MARKETING PROJECT		Qty	Item	Total	Non-Fed	Fed-Grant
PROJECT / EVENT MANAGEMENT				\$78,900	\$53,900	\$25,000
City Manager / Staff - Grant Administration	1	\$20,000	\$20,000	\$20,000	\$0	
Office Supplies & Materials	1	\$2,400	\$2,400	\$2,400	\$0	
Consultant - Director of Marketing (Branding / Strategy)	1	\$25,000	\$25,000	\$0	\$25,000	
Event Volunteer Services - Syttende Mai (200+ hrs. ea.)	2	\$3,000	\$6,000	\$6,000	\$0	
Event Volunteer Services - Fine Artsy Fair (100+ hrs. ea.)	2	\$1,500	\$3,000	\$3,000	\$0	
Event Volunteer Services - Coffee Break (200+ hrs. ea.)	2	\$3,000	\$6,000	\$6,000	\$0	
Event Volunteer Services - Fall Art Tour (100+ hrs. ea.)	2	\$1,500	\$3,000	\$3,000	\$0	
Event Volunteer Services - Spooktacular (100+ hrs. ea.)	2	\$1,500	\$3,000	\$3,000	\$0	
Event Volunteer Services - Holiday Art Show (100+ hrs. ea.)	2	\$1,500	\$3,000	\$3,000	\$0	
Event Volunteer Services - Victorian Holiday (200+ hrs. ea.)	2	\$3,000	\$6,000	\$6,000	\$0	
Event Volunteer Services - Historical Tours (50+ hrs. ea.)	2	\$750	\$1,500	\$1,500	\$0	
COLLATERAL				\$137,850	\$137,850	\$0
Brochures						
Historic Stoughton - Brand / Sales Kit (brochure, DVD, etc.)	1	\$25,000	\$25,000	\$25,000	\$0	
Victorian Holiday (2x)	2	\$2,500	\$5,000	\$5,000	\$0	
Creative	1.5	\$1,500	\$2,250	\$2,250	\$0	
Syttende Mai (2x)	2	\$2,500	\$5,000	\$5,000	\$0	
Creative	1.5	\$1,500	\$2,250	\$2,250	\$0	
Coffee Break	2	\$2,500	\$5,000	\$5,000	\$0	
Creative	1.5	\$1,500	\$2,250	\$2,250	\$0	
HSBA Newspaper (Fine Artsy Fair)	2	\$6,500	\$13,000	\$13,000	\$0	
Creative - HSBA Newspaper (copy / art)	2	\$1,500	\$3,000	\$3,000	\$0	
HSBA Newspaper (14south / hARTS inserts)	4	\$2,900	\$11,600	\$11,600	\$0	
Creative - HSBA Newspaper (hARTS sections - copy / art)	4	\$1,200	\$4,800	\$4,800	\$0	
Landmarks - Historical Broch extra printing / tours	1	\$5,000	\$5,000	\$5,000	\$0	
Flyers / Handouts						
Historic Arts District Maps (Holiday Art 2x)	2	\$450	\$900	\$900	\$0	
Historic Arts District Maps (Fine Artsy Fair)	2	\$450	\$900	\$900	\$0	
Historic Arts District Maps (Fall Art Tour)	2	\$450	\$900	\$900	\$0	
Creative (5 pieces)	5	\$500	\$2,500	\$2,500	\$0	
Spooktacular - Store handout / also tie school program)	1	\$300	\$300	\$300	\$0	
Creative - (probably 2/color)	1	\$150	\$150	\$150	\$0	
Quarter Sheets / Postcards						
Holiday Art Show (2x)	2	\$500	\$1,000	\$1,000	\$0	
Creative	1.5	\$50	\$75	\$75	\$0	
Fine Artsy Fair	2	\$500	\$1,000	\$1,000	\$0	
Creative	1.5	\$50	\$75	\$75	\$0	
Fall Art Tour	2	\$500	\$1,000	\$1,000	\$0	
Creative	1.5	\$50	\$75	\$75	\$0	
Spooktacular Artfest (first distribute at Fall Tour)	2	\$500	\$1,000	\$1,000	\$0	
Creative	1.5	\$50	\$75	\$75	\$0	
Historical Tours 3x	2	\$500	\$1,000	\$1,000	\$0	
Creative	1.5	\$50	\$75	\$75	\$0	
Posters - (based on approx. 300 ea., full color)						
Victorian Holiday (2x)	2	\$450	\$900	\$900	\$0	
Creative	1.5	\$250	\$375	\$375	\$0	
Holiday Art Show / Art Giveaway	2	\$450	\$900	\$900	\$0	
Creative	1.5	\$250	\$375	\$375	\$0	
Syttende Mai (2x)	2	\$450	\$900	\$900	\$0	
Creative	1.5	\$250	\$375	\$375	\$0	
Fine Artsy Fair (color promo posters)	2	\$450	\$900	\$900	\$0	

Creative	1.5	\$250	\$375	\$375	\$0
Fine Artsy Fair (signage - 12 signs)	2	\$450	\$900	\$900	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Fall Art Tour / Art Treasure Hunt	2	\$450	\$900	\$900	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Spooktacular Artfest (put up with cornstalks)	2	\$450	\$900	\$900	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Banners (3 ea. @ \$300 plus updates for 2nd year)					
Victorian Holiday (2x)	2	\$900	\$1,800	\$1,800	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Holiday Art Show (2x)	2	\$900	\$1,800	\$1,800	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Syttende Mai (2x)	2	\$900	\$1,800	\$1,800	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Fine Artsy Fair	2	\$900	\$1,800	\$1,800	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Fall Art Tour / Art Treasure Hunt	2	\$900	\$1,800	\$1,800	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Spootacular Artfest	2	\$900	\$1,800	\$1,800	\$0
Creative	1.5	\$250	\$375	\$375	\$0
Other					
Opera House Arts & Culture Guide	1	\$15,000	\$15,000	\$15,000	\$0
Creative	1	\$5,000	\$5,000	\$5,000	\$0
Cornstalks (\$500 cost plus 20 hrs.)	1	\$700	\$700	\$700	\$0
PUBLIC RELATIONS			\$22,250	\$19,750	\$2,500
Press Kits / Mailings (all events / monthly)	8	\$500	\$4,000	\$4,000	\$0
Public Events (school programs 3x)	3	\$500	\$1,500	\$1,500	\$0
Portable Booth (all events / monthly)	1	\$10,000	\$10,000	\$7,500	\$2,500
Copies (all events / monthly)	20	\$100	\$2,000	\$2,000	\$0
Historic Tours / Historic Museum / School Program Guides	1	\$4,750	\$4,750	\$4,750	\$0
BROADCAST MEDIA			\$105,000	\$5,000	\$100,000
Video / Audio Production (1 spot w/ tag changes)	1	\$5,000	\$5,000	\$5,000	\$0
TV - 4 key media time periods	1	\$100,000	\$100,000	\$0	\$100,000
PRINT MEDIA			\$110,200	\$19,000	\$91,200
Magazine Ads (regional pubs) 12 ads / 2 pubs	24	\$2,000	\$48,000	\$0	\$48,000
Creative - Mag Ads (seasonal versions)	1	\$5,000	\$5,000	\$5,000	\$0
Newspaper Ads (local papers - monthly budget)	24	\$500	\$12,000	\$12,000	\$0
Billboards - \$3600 per mo. x 12 months	12	\$3,600	\$43,200	\$0	\$43,200
Creative - 2 versions of billboards	2	\$1,000	\$2,000	\$2,000	\$0
DIRECT MAIL			\$16,000	\$0	\$16,000
DOT / Postcards / hARTS list (printed and mailed)	8	\$2,000	\$16,000	\$0	\$16,000
INTERNET			\$16,800	\$8,800	\$8,000
Website (hosting and sight updates)	24	\$200	\$4,800	\$4,800	\$0
Email Campaign	24	\$250	\$6,000	\$4,000	\$2,000
Web Ads	24	\$250	\$6,000	\$0	\$6,000
PROJECT TOTAL			\$487,000	\$244,300	\$242,700