

SPLASH IN THE BORO

February 1, 2022- September 1, 2022

DMC Consulting and Multi-Media Management _____ \$11,500

- a. Manage commercials, radio, print and other forms of advertising for you to create a consistent message; brand your business.
- b. Communicate and give advice as to the best marketing practices for your business.

Graphic Design

- a. Brochures, flyers, marketing pieces, social media graphics, etc.
- b. Create email blasts

Videography

- a. Create a season opening video to post to website, social, etc. to create hype for the 2022 season.
- b. Production of TV commercial

Digital Marketing Ad Management

- a. Create and monitor Google ad campaign(s) for Splash in the Boro. Watch the analytic results and impression rates to ensure ads are shown effectively and target market is reached.
- b. Google ad money will be its own line item and based off of the amount you want to spend each month.

*** We provide continued marketing support even during the off season at no additional charge. ***

March 1, 2021 - June 30, 2021 Advertising Buy Plan

All Money is paid directly to third parties and no percentage is kept by DMC.

Social Media Marketing Ad Money _____ \$2,200

Create monthly campaigns to reach target audience in specific geographical areas

Google Ads and Geo-Fencing _____ \$2,200

Create monthly campaigns to reach target audience in specific geographical areas

Radio Advertising _____ \$3,886 + Ticket Donation

iheart radio (\$1326), KISS 107.1 (\$250), Power 107.1 (\$250) (amount spent in 2021)

Negotiate with radio stations commercial runs in exchange for tickets to give-a-way to Splash In The Boro.

Prime Media Streaming and TV Ad Buys _____ \$2,060

Local TV Buys plus ads on streaming services

Advertising Buy Plan Total Cost: _____ \$10,346

Signature: _____

Date: _____

Name: _____

Title: _____