

Marketing and Promotion				
	Description	Vendor		Cost
Advertising	¼ page in the Time Out section would run roughly \$400 per ad	VC Star	June, July, 2x in August	\$800.00
Advertising	1/4 print ad: \$170 (13 weeks), \$165 (26 weeks), \$150 (52 weeks)	Siglo 21	\$170 x 13 weeks	\$2,210.00
Advertising	no web adv / newspaper published every Thurs. newspaper adv: 1/4 pg 16.4wx10h = \$852.50 per insertion 1/2 pg 13w x 10h = \$1,770.50 per insertion	Vida	1/4 pg 16.4wx10h = \$852.50 per insertion	\$852.50
Advertising	Airtime: 2x daily 6 am to 7 pm Mon - Fri total 10 pkg = \$1,000	Radio Lazer	2x daily 6 am to 7 pm Mon - Fri total 10 pkg = \$1,000	\$1,000.00
Advertising	Print ads run around \$825. Wide Skyscraper (160x600) and Leaderboard (728x90), \$5000 for 2 weeks Homepage Special (300x250)	La Opinion		\$5,000.00
Advertising	Tile/Stamp ad	805 Amigos		\$100.00
	Button Ad	805 Amigos		\$50.00
	Box Ad	805 Amigos		\$200.00
	Banner Ad	805 Amigos		\$300.00
	Vertical ad	805 Amigos		\$250.00
Advertising	5x7 opening event invitations, postcards double sided, color front, black and white back. English and Spanish		500 x \$2.00	\$1,000.00
Advertising	Flyers, double sided English and Spanish		Nancy will provide funding	\$1,000.00
Advertising	Banners		1 banner X \$200	\$200.00
Advertising	Kiosk sign	Communications	Pro Bono from Nancy	\$0.00

				\$12,962.50
Opening Event (September 8, 2010, Broome Library 1320 room 7-9 PM)				
Hospitality for opening event	Food/Drinks for 150-200 people	Campus Vendor	150-200 ppl x \$15pp	\$3,500.00
Music for opening event	Mariachi/harpist	Xavier Montes?	1 band/ harpist X \$1000/\$500	\$1,000.00
OPC	event setup and takedown	OPC		\$500.00
Parking	Rental of parking lot	Parking Services	\$3 X 100 cars	\$300.00
Event signage	12 event signs	Parking Services	\$8 x 12 signs	\$96.00
Flowers	Flowers	Amber		\$150.00
Stipend for Spanish translator	Stipend	Spanish Faculty	1	\$100.00
				\$5,646.00
Misc				
Postage				\$500.00
Copier				\$500.00
				1,000.00
Family Day (in collaboration with Migrant Education) NOTE: We have applied for a \$5000 Smithsonian Grant for this day. We will find				
Music	Mariachi/harpist	Xavier Montes/Mariachi band		\$1,000.00
Food	Food/Drinks for 150-200 people	Campus Vendor		\$3,500.00
OPC	event setup and takedown	OPC		\$500.00
Parking	Rental of parking lot	Parking Services	\$3 X 100 cars	\$300.00
Event signage	12 event signs	Parking Services	\$8 x 12 signs	\$96.00
				\$5,396.00

Total Sponsor Amount Requesting				\$25,004.50
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