



MARKETING BUDGET

40 Linville Way
Franklin, IN 46131

Direct Mail Campaign (2-3 mailings max)

4-Color Printing (Quality – 6,000) 4.25" x 6", 100 lb. Postcards (2-sided)	\$604.60
Inkjet Label / Inkjet Addressing	\$256.00
Postage Presort 1 st Class Mailing	\$2,640.00
Tax (7% on Printing & Inkjet)	\$60.24

Broker/Community Open House Event

• Light Breakfast (estimated 75-100 people)	\$500.00
• Tables/Chairs	\$150.00
• Portable Restroom/Sink Station	\$500.00
• Broker Attendance Gift/Incentive \$50/RSVP (estimated 60 brokers)	\$3,000.00
• Raffle Prizes (TBD)	<u>\$1,000.00</u>

TOTAL: **\$5,150.00**

Miscellaneous Marketing: \$1,289.16

TOTAL MARKETING BUDGET: \$10,000.00

Approved this _____ day of June 2020

I hereby approve the above amounts and agree to reimburse up to this amount to Cushman & Wakefield upon presentation of invoices.

City of Franklin

Printed: _____

Signature: _____

Title: _____