New Hampshire Department of Business and Economic Affairs

Division of Travel and Tourism Development Joint Promotional Program

Application Budget Summary

(For use in multiple elements)

XYZ ASSOCIATION

Project Title: 2009 Marketing Campaign

	Matchable	Matchable	Total	
Element A Title				
Map and Guide				
Income:	\$12,000.00	\$5,000.00	\$17,000.00	
Expenses:	\$5,000.00	\$12,000.00	\$17,000.00	
Element B Title				
National Advertising				
Income:	\$ 14,000.00	\$14,000.00	\$28,000.00	
Expenses:	\$ 14,000.00	\$14,000.00	\$28,000.00	
Element C Title				
Web Promotion				
Income:	\$ 16,200.00	\$16,000.00	\$32,200.00	
Expenses:	\$ 16,000.00	\$16,200.00	\$32,200.00	
PROJECT APPLICATION TOTAL				
Income:	\$42,200.00	\$35,000.00	\$77,200.00	
Expenses:	\$35,000.00	\$42,200.00	\$77,200.00	

New Hampshire Department of Business and Economic Affairs Division of Travel and Tourism Development

Joint Promotional Program Application Budget Sheet XYZ ASSOCIATION

Non

Project Title: 2009 Marketing Campaign

Element A Title: _Map and Guide___In State

Income:		I./	latchable	М	atchable		Total	
	_ 20 ads @100*	\$	2,000.00	\$	-	\$	2,000.00	
	Memberships/dues*		10,000.00	\$	-	\$	10,000.00	
	,	\$	-	\$	-	\$	-	
	Total Income Raised:	\$	12,000.00	\$	-	\$	12,000.00	
	JPP Request:**			\$	5,000.00	\$	5,000.00	
	Total Income	\$	12,000.00	\$	5,000.00	\$	17,000.00	
Expense:								
	_				Non			
		M	atchable	Matchable			Total	Exhibit #
1) Advertsin	na .							
i, navoitoii	Print (describe)	\$	_	\$	-	\$	_	
	Broadcast (describe)	\$	_	\$	-	\$	_	
	Other: (describe)	\$	-	\$ \$	-	\$	-	
2) Printing 8	& Distribution							
, 0	Production	\$	1,750.00	\$	4,000.00	\$	5,750.00	
	Printing	\$	1,000.00	\$	2,500.00	\$	3,500.00	
	Distribution	\$	2,250.00	\$	5,000.00	\$	7,250.00	
	Other: (Administrative)	\$	-	\$	500.00	\$	500.00	
3) Web								
,	Design	\$	_	\$		\$	-	
	Development	\$	-	\$ <		\$ \$ \$	-	
	Hosting	\$	-			\$	-	
	Promotion	\$	- 💉	0		\$	-	
	Other: (describe	\$	- ///	W		\$	-	
4) Public Relations								
.,	Contract Services	\$		$V V_{r}$	-	\$	-	
	Trade Show	\$	(0~1)	\$	-	\$	-	
	Special Event	\$ \$ \$		\$	-	\$	-	
	Other: (describe)	\$		\$	-	\$	-	
5) Direct Ma	il	\$				\$	-	
	Total Expenses	\$	5,000	\$	12,000	\$	17,000	
							_	

Notes:

^{*} Describe each income source separately, i.e. Membership dues, vendor ads, etc.

^{**} JPP funds go under Non-Matchable

^{***}Refer to exhibits attached which are corresponding samples, contracts, quotes, etc., 1,2... NOTE: If multiple projects, attach a summary sheet

New Hampshire Department of Business and Economic Affairs

Division of Travel and Tourism Development

Joint Promotional Program Application Budget Sheet

XYZ ASSOCIATION

Non

Project Title: 2009 Marketing Campaign

Element B Title:National Advertising___Out of State

20 Business Listings @ \$150	Income:		١	/latchable	M	latchable		Total	
Memberships/dues* \$ 11,000.00 \$ -		20 Business Listings @ \$150				-	\$		
Total Income Raised: \$14,000.00 \$14,00			\$			-			
Total Income \$14,000.00 \$14,000.00 \$28,000.00		·	\$	-		-	\$	-	
Total Income \$ 14,000.00 \$ 14,000.00 \$ 28,000.00		Total Income Raised:	\$	14,000.00	\$	-	\$	14,000.00	
Non Non Matchable Non Non Matchable Non Non Matchable Non		JPP Request:**			\$	14,000.00	\$	14,000.00	
Matchable Non Matchable Total Exhibit # *** 1) Advertsing Print (ad production) \$ 400.00 \$ 400.00 \$ 800.00 \$ 17,200.00 \$ 17,200.00 \$ 17,200.00 \$ 17,200.00 \$ 1,00		Total Income	\$	14,000.00	\$	14,000.00	\$	28,000.00	
Matchable Non Matchable Total Exhibit # *** 1) Advertsing Print (ad production) \$ 400.00 \$ 400.00 \$ 800.00 \$ 17,200.00 \$ 17,200.00 \$ 17,200.00 \$ 17,200.00 \$ 1,00	Expense	:							
1) Advertsing Print (ad production) \$ 400.00 \$ 400.00 \$ 800.00 Broadcast (describe) \$ - \$ - \$ - \$ - Fulfillment \$ 8,600.00 \$ 8,600.00 \$ 17,200.00 2) Printing & Distribution Printing Distribution Other: (Administrative) \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$		_				Non			
Print (ad production) \$ 400.00 \$ 400.00 \$ 800.00 Broadcast (describe) \$ - \$ - \$ - \$ - \$ - Fulfillment \$ 8,600.00 \$ 8,600.00 \$ 17,200.00 \$ 2) Printing & Distribution Printing Distribution Other: (Administrative) \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$			N	1atchable	M	latchable		Total	Exhibit # ***
Print (ad production) \$ 400.00 \$ 400.00 \$ 800.00 Broadcast (describe) \$ - \$ - \$ - \$ - \$ - Fulfillment \$ 8,600.00 \$ 8,600.00 \$ 17,200.00 \$ 2) Printing & Distribution Printing Distribution Other: (Administrative) \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$	4) Advorto	ina							
Broadcast (describe) \$ - \$ - \$ - \$ -	1) Adverts		Ф	400.00	Ф	400.00	Ф	800.00	
Fulfillment \$ 8,600.00 \$ 8,600.00 \$ 17,200.00 2) Printing & Distribution			Ψ 2	400.00		400.00		-	
Production Printing Distribution Other: (Administrative) Design Development Hosting Promotion Other: (describe Contract Services Special Event Other: (describe) S Direct Mail S Contract Mail S Contract Services Special Event Other: (describe) S Contract Mail S Contract			\$	8,600~00		8,600.00		17,200.00	
Production Printing Distribution Other: (Administrative) Design Development Hosting Promotion Other: (describe Contract Services Special Event Other: (describe) S Direct Mail S Contract Mail S Contract Services Special Event Other: (describe) S Contract Mail S Contract									
Printing Distribution S	2) Printing			$\langle \langle \langle \rangle \rangle \rangle$	va.		•		
Other: (Administrative) \$ - \$ - \$ - \$ - \$ \$ \$ \$								-	
Other: (Administrative) \$ - \$ - \$ - \$ - \$ \$ \$ \$			1 6				\$	-	
3) Web Design			ıN.				\$	-	
Design Development S Hosting S Promotion Other: (describe Contract Services Trade Show Special Event Other: (describe) S Design S S S S S S S S S S S S S S S S S S S		Other. (Administrative)	1///				Ф	-	
Design Development S Hosting S Promotion Other: (describe Contract Services Trade Show Special Event Other: (describe) S Design S S S S S S S S S S S S S S S S S S S	3) Web		l, []						
Development	3) 11 CB	Design		_	\$	_	\$	_	
Hosting Promotion S - S - S - S - S - Other: (describe S - S - S - S - S - S - S - S - S - S			× s	_	\$	_	\$	_	
Promotion				_	\$	_	\$	_	
Other: (describe \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$				_	\$	_	\$	_	
Contract Services \$ 5,000.00 \$ 5,000.00 \$ 10,000.00 Trade Show \$ - \$ - \$ - Special Event \$ - \$ - \$ - Other: (describe) \$ - \$ - \$ 5 Direct Mail				-		-		-	
Contract Services \$ 5,000.00 \$ 5,000.00 \$ 10,000.00 Trade Show \$ - \$ - \$ - Special Event \$ - \$ - \$ - Other: (describe) \$ - \$ - \$ 5 Direct Mail		·							
Trade Show \$ -	4) Public F		_				_		
Special Event Other: (describe) \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -				5,000.00		5,000.00		10,000.00	
Other: (describe) \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$				-	\$	-		-	
5) Direct Mail \$ -				-	\$	-		-	
		Other: (describe)	\$	-	\$	-	\$	-	
Total Expenses <u>\$ 14,000</u> <u>\$ 14,000</u> <u>\$ 28,000</u>	5) Direct N	N ail	\$				\$	-	
		Total Expenses	\$	14,000	\$	14,000	\$	28,000	

Notes:

^{*} Describe each income source separately, i.e. Membership dues, vendor ads, etc.

^{**} JPP funds go under Non-Matchable

^{***}Refer to exhibits attached which are corresponding samples, contracts, quotes, etc., A, B...1,2... NOTE: If multiple projects, attach a summary sheet

New Hampshire Department of Business and Economic Affairs Division of Travel and Tourism Development

Joint Promotional Program Application Budget Sheet XYZ ASSOCIATION

Non

Project Title: 2009 Marketing Campaign

Element C Title: Web promotion___Out of State

Income:		Matchable	Mato	hable		Total	
Banner ads Memberships/d		10,000.00 6,200.00	\$ \$ \$	-	\$ \$ \$	10,000.00 6,200.00	
Total Income JPP Request: Total Inco	Raised: \$	16,200.00 16,200.00	\$ \$ 16,	000.00	\$ \$	16,200.00 16,000.00 32,200.00	
Expense:							
		Matchable		on chable		Total	Exhibit # ***
1) Advertsing Print (ad product Broadcast (description) Fulfillment					\$ \$ \$	- - -	
2) Printing & Distribution Production Printing Distribution Other: (Administration)	strative)				\$ \$ \$ \$	- - -	
Design (enewsle Development Hosting Promotion Other: Pay per	\$ \$ \$	8,000.00 - - 5,000.00 3,000.00	\$ \$ \$ 5,	000.00 - 200.00 000.00 000.00	\$ \$ \$ \$	16,000.00 - 200.00 10,000.00 6,000.00	
4) Public Relations Contract Service Trade Show Special Event Other: (describ	\$ \$	- - -	\$ \$ \$	- - -	\$ \$ \$	- - -	
5) Direct Mail	\$				\$	-	
Total Expe	nses <u>\$</u>	16,000	\$	16,200	\$	32,200	

Notes:

^{*} Describe each income source separately, i.e. Membership dues, vendor ads, etc.

^{**} JPP funds go under Non-Matchable

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