

Dan Albrecht

From: Dave Barron <dave@pluckvermont.com>
Sent: Thursday, July 28, 2022 1:30 PM
To: Dan Albrecht
Subject: Re: ETA on FY23 budget
Attachments: Pluck_Runoff_2022-2023.pdf

Hi Dan,

Attached is a rough budget for 2022-2023.

This includes the following:

1. 2022-2023 General Tasks: This is a repeat of the current years' tasks, including general campaign project management, planning, the Annual Report, web updates, as well as social media content development.
2. 2022-2023 Creative: This is similar to our year 2 creative in 2017. We updated the production budget, all else should remain the same.
3. Media Plan: This is a general breakdown by season—same as the current year. I can provide a detailed media buy, but it will be after our meeting next week. I've been out of the office but it is on my list.

Please take a look and let me know if you have any questions.

Thx,
Dave

Dave Barron
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On Jul 28, 2022, at 1:04 PM, Dan Albrecht <dalbrecht@ccrpcvt.org> wrote:



STORMWATER
2022-2023
YEAR TWO BUDGET: GENERAL TASKS AND CREATIVE

Prepared for:

Dan Albrecht
CCRPC

July 28, 2022

COST BREAKDOWNS

2022-2023 YEAR TWO GENERAL		
Task A-C	Media Campaign: Planning, Placement and Project Management	\$1,800
Task D	Program Maintenance	
	Minimum Control Measure #1 Annual Report	\$600
	Meetings x 6	\$600
	Web maintenance/content/updates: www.rethinkrunoff.org*	\$5,500
	Provide ad hoc design services on behalf of the Rethink Runoff Stream Team*	\$2,500
Task E	Social Media Content Development	\$6,000
		\$17,600

2022-2023 YEAR TWO CREATIVE Spring Launch		
Task A	Concepting	\$5,000
Task B	Animated Spot: 30 seconds, to be re-purposed for social media as well	\$6,000
Task C	Radio Ads	\$500
Task D	Print Ads, Posters, etc.	\$500
Task E	Web Updates for Campaign: landing page(s), homepage updates	\$1,000
		\$13,000

2022-2023 YEAR MEDIA BUY	
Fall 2022	\$7,000
Winter 2023	\$2,400
Spring 2023	\$16,600
	\$26,000