

Appendix A Dawlish Countryside Park marketing budget

2017						
	Feb	Apr	June	July	Aug/Sept	Oct
Branding development	£ 300.00					
A4 folded leaflet		£ 300.00				
A4 posters		£ 250.00				
Events calendar		£ 500.00				
A1 posters		£ 300.00				
Other trail signage			£ 200.00			
50 clip-on signs			£ 1,200.00			
2 double finger boards			£ 265.00			
2 single finger boards			£ 215.00			
4 Brown signs			£ 8,000.00			
3 interpretation boards A0			£ 7,500.00			
1 viewpoint board A1			£ 2,500.00			
Themed brasses/stencils			£ 600.00			
A4 brass stencil			£ 120.00			
Local radio ad campaign 6-8 weeks				£ 500.00		
Local newspaper advert (2 publications)				£ 300.00		
Family Dog Festival costs						
A5 leaflet				£ 200.00		
A5 programme of activities				£ 120.00		
Prizes					£ 100.00	
Dog Show Rosettes					£ 75.00	
Marquee					£ 1,027.95	
First aid					£ 260.00	
Toilet Hire					£ 140.00	
Casual wardens					£ 54.50	
Promotional banners					£ 72.00	
A5 leaflet						£ 200.00
A5 prog of activities						£ 120.00
Kite flying festival						£ 100.00
Contingency			£ 1,500.00			
TOTAL	£ 300.00	£1,350.00	£22,100.00	£1,120.00	£ 1,729.45	£ 420.00
					2017 Total	£ 27,019.45

2018				
	Feb	Easter	Summer	Oct
A4 folded leaflet	£ 300.00			
A4 posters	£ 250.00			
Events calendar	£ 500.00			
A1 posters	£ 300.00			
Local radio ad campaign 6-8 weeks			£ 500.00	
Local newspaper ad (2 publications)			£ 300.00	
Event				£ 100.00
A5 leaflet				£ 200.00
A5 prog of activities				£ 120.00
Family Dog Festival costs				
Prizes			£ 100.00	
Dog Show Rosettes			£ 75.00	
Marquee			£1,027.95	
First aid			£ 260.00	
Toilet Hire			£ 140.00	
Casual wardens			£ 54.50	
Promotional banners			£ 72.00	
A5 leaflet			£ 200.00	
A5 prog of activities			£ 120.00	
Park or Bark 5k run		£ 300.00		
Contingency	£ 1,400.00			
Total	£ 2,750.00	£ 300.00	£2,849.45	£ 420.00
			2018 Total	£6,319.45

2019			
	Feb	Summer	Oct
A4 folded leaflet	£ 300.00		
A4 posters	£ 250.00		
Events calendar	£ 500.00		
A1 posters	£ 300.00		
Local radio ad campaign 6-8 weeks		£ 500.00	
local newspaper ad (2 publications)		£ 300.00	
Event			£ 100.00
A5 leaflet			£ 200.00
A5 programme of activities			£ 120.00
Family Dog Festival costs			
Prizes		£ 100.00	
Dog Show Rosettes		£ 75.00	
Marquee		£ 1,027.95	
First aid		£ 260.00	
Toilet Hire		£ 140.00	
Casual wardens		£ 54.50	
Promotional banners		£ 72.00	
A5 leaflet		£ 200.00	
A5 programme of activities		£ 120.00	
Contingency	£ 1,000.00		
Total	£ 2,350.00	£ 2,849.45	£ 420.00

2019 total	£ 5,619.45
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2017-19 total	£ 38,958.35
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