

ELITE EVENT PROPOSED MARKETING & ADVERTISING PLAN

Media Category	Media Vendor/ Partner	Market	Media Placement Timing

Note: Media plan input document MUST INCLUDE - Vendor, Market, Timing, Placement De

Media B			
Media Placement Detail	Broadcast Impressions TV/Radio	Outdoor Impressions	Print Circulation Magazine/Newspaper

etail, Impressions by Placement Type, Total Net Spending



Exposure

Digital Impressions Banners, Website, Email	Social Media Impressions	<i>Other</i> Media Category Impressions	Media Cost (NET to Vendor)

\$ -



Media Cost (IN-KIND)	Comments

\$ -

ELITE EVENT PROPOSED MEDIA & ADVERTISING PLAN

Media Category	Media Vendor/ Partner	Market	Media Placement Timing
Television	WESH-NBC	Orlando	6/3/24-6/23/24
Print	Orlando Sentinel	Orlando	Sunday, 6/9/24
Social Media	Facebook	State of Florida	6/3/24-6/23/24
Outdoor	Lamar Outdoor	Orlando	6/3/24-6/23/24

Note: Media plan input document MUST INCLUDE - Vendor, Market, Timing, Placement De

Media B			
Media Placement Detail	Broadcast Impressions TV/Radio	Outdoor Impressions	Print Circulation Magazine/Newspaper
30-second spot: (25) spots morning news; (15) spots in weekend news	287,500		
1/2 Page, 4C			210,225
Promoted Posts			
(3) Billboards		755,000	

etail, Impressions by Placement Type, Total Net Spending

Exposure			
Digital Impressions Banners, Website, Email	Social Media Impressions	<i>Other</i> Media Category Impressions	Media Cost (NET to Vendor)
			\$ 35,000.00
			\$ 6,225.00
	3,200,000		\$ 10,000.00
			\$ 12,500.00
			\$ 63,725.00



Media Cost (IN-KIND)	Comments

\$ -