

EXPENSES BREAKDOWN							BUDGET
RETAINERS	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	
Project Management Retainer	2,700	2,700	2,700	2,700	2,700	2,700	\$16,200.00
Social Retainer	5,400	5,400	5,400	5,400	5,400	5,400	\$32,400.00
Bi-monthly newsletter (1 newsletter every other month)		1,500		1,500		1,500	\$4,500.00
Monthly Blog	1,800	1,800	1,800	1,800	1,800	1,800	\$10,800.00
SEO Retainer	900	900	900	900	900	900	\$5,400.00
Website Digital Maintenance	1,300	1,300	1,300	1,300	1,300	1,300	\$7,800.00
Media Buy Management, Optimization & Reporting	4,200	4,200	4,200	4,200	4,200	4,200	\$25,200.00
Technology Fee	300	300	300	300	300	300	\$1,800.00
							\$0.00
							\$0.00
	16,600	18,100	16,600	18,100	16,600	18,100	\$104,100.00
FIXED FEE							
Onboarding, Integrated Audit, Research	3,000						\$3,000.00
Team Immersion Trip (4 people for 3-days)	14,400						\$14,400.00
Stakeholder & Branding Workshop (1-day)	4,800						\$4,800.00
Visitor & Audience Research		3,000					\$3,000.00
Social Media, Content Marketing & eNewsletter Editorial Calendar			3,000				\$3,000.00
Influencer Coordination & Management (up to 2; billed upon consumption)			2,400		2,400		\$4,800.00
Quarterly Content Shoot		9,000			9,000		\$18,000.00
Media Buy Plan Development, Setup & Launch					3,000		\$3,000.00
Website Refresh Creative & Development				11,000	11,000	11,000	\$33,000.00
							\$0.00
	22,200	12,000	5,400	11,000	25,400	11,000	\$87,000.00
CREATIVE FIXED FEE							
Brand Messaging / Platform Development		3,750	3,750				\$7,500.00
Brand Identity Revamp			5,625	5,625			\$11,250.00
Brand Guidelines					4,350	4,350	\$4,350.00
							\$0.00
	0	3,750	9,375	5,625	4,350	4,350	\$23,100.00
PAID MEDIA HARD COSTS							
Paid Media	19,000	19,000	19,000	19,000	19,000	19,000	\$114,000.00
							\$0.00
	19,000	19,000	19,000	19,000	19,000	19,000	\$114,000.00
HARD COSTS - FIXED FEE/BILLED UPON CONSUMPTION							
Influencer Trip Hard Costs (upon consumption; up to 2 influencers)						5,000	\$5,000.00
Travel Costs: Immersion Trip and Other (upon consumption)						8,000	\$8,000.00
							\$0.00
	0	0	0	0	0	13,000	\$13,000.00
						FY26 Total	\$345,550.00
TOTAL EXPENSES: RETAINERS	\$16,600.00	\$18,100.00	\$16,600.00	\$18,100.00	\$16,600.00	\$18,100.00	\$104,100.00
INVOICE NUMBER: RETAINERS							
TOTAL EXPENSES: FIXED FEE	\$22,200.00	\$15,750.00	\$14,775.00	\$16,625.00	\$29,750.00	\$28,350.00	\$127,450.00
INVOICE NUMBER: FIXED FEE							
TOTAL EXPENSES: Media Buy	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$114,000.00
INVOICE NUMBER: Media Buy							