

Marketing Plan October 2025-September 2026

Account Number	2080-753.00-900.013		
Starting Account Amount	\$275,000.00		
Category	Description	Pending	Justification
Marketing & Advertising			
TV		\$54,940.00	
GENP	ABC 12 -TV Advertising (Halloween, Christmas, Asst. Special Events)	\$15,000	Station is rated number 1 in our area among news station. They reach the geographic and demographic markets that we serve.
GENP	Townsquare Media (Ignite Streaming TV)	\$34,000.00	Audience Targeted Streaming TV Ads, YouTube and Page Takeovers
GENP	Michigan Travel TV Commecial (12 Months)	\$5,940.00	Tv Commericals played at 14 Rest stop/Welcome Centers across Michigan
Print Ads		\$14,400.00	
GENP	Explore Flint & Genesee Ad	\$2,000.00	
	Michigan Trails	\$1,000.00	
GENP	Crossroads Village Ad and membership to MichiganFun.com	\$1,300.00	This is a seasonal (summer) magazine that lists hotspots and things to do in Michigan, with the membership we can list all parks events on their website.
GENP	Halloween Ghosts & Goodies ads in The View local Newspapers (Local Genesee County Cities)	\$2,500.00	These newspapers are local papers that reach the cities and townships in Genesee County
GENP	The View Papers Christmas ad	\$2,000.00	
GENP	The View Papers Summer General Parks ads	\$1,500.00	
GENP	General Local Publications	\$4,100.00	
Brochures & Printing		\$11,500.00	
BRO	Halloween & Christmas rack card print 10k Halloween 20k Christmas	\$2,500.00	
BRO	Wolverine (3000) and boat launch rack cards (1500)	\$1,000.00	
BRO	Reprint/Restock Flyers and Brochures	\$7,000.00	
BRO	Miscellaneous Flyer/Report/Form Printing	\$1,000.00	
Signs		\$5,000.00	
GENP	Production of new signs temporary and/or permanent	\$5,000.00	
Radio		\$40,900.00	

			Chosen because of reach and demographics of listeners as well as Neilson station ratings for top listened stations in our area. CARS108 is also listened to in many public offices and store settings increasing reach further.
GENP	Townsquare Media	Hiring, Summer, Halloween, LNO and Christmas	\$21,500.00
GENP	103.9 the Fox	Year long Hourly Sponsorship	\$11,000.00
GENP	WFLT	(Hiring, Summer,Halloween,LNO and Christmas)	\$4,000.00
GENP	103.9 The Fox	Live remote on Thanksgiving to talk about Christmas	\$800.00
GENP	Misc.	Additional Radio spots for new events as they come up	\$3,600.00
Website Maintenance			\$12,000.00
MAINT	TOG LocalHop	(1 year)	\$12,000.00
Digital Advertising			\$51,000.00
	TOG LocalHop	(12 Months)	\$48,000.00
	(additional digital, new options)		\$3,000.00
Billboards/Digital Signs/Bus Wraps			\$21,150.00
	DDA Digital Sign	(12 months)	\$3,150.00
	Alex's 101 Digital Billboard	(12 Months)	\$13,000.00
	Misc. Additional Billboard opportunities	as they come up	\$5,000.00
Local sponsorships			\$7,500.00
			throughout the year we will run ads in event programs and fundraiser books based on the local group and audience they
GENP	Veterans Fundraiser ad	(september)	\$750.00
GENP	McCree Theatre Sponsorship	(February)	\$1,000.00
GENP	Sloan Auto Fair		\$1,000.00
GENP	Food Bank of Eastern Michigan	(Empty Bowls)	\$1,000.00
GENP	Other small local sponsorships	as they arise and fit	\$3,750.00
Software			\$8,450.00
	ADA compliance for the website		\$1,500.00
	Campaign Monitor Email software	Oct-Sep	\$4,800.00
	Adobe Suite		\$2,000.00
	Dropbox		\$150.00
Miscellaneous			\$30,160.00
GENP	Swag items for giveaways and outreach		\$3,100.00
GENP	LNO 2025 supplies		\$560.00
GENP	Family Fun Guide, Design, Printing and Distribution		\$14,000.00
GENP	Signage and Banners		\$4,000.00
GENP	MDOT Exit Signs for Wolverine Campground		\$3,000.00
GENP	Misc expenses /unaccounted items		\$5,500.00
New Events			\$14,000.00
	Research and Development		\$4,000.00

Misc. Programming/Entertainment	\$4,000.00
Marketing	\$6,000.00

Marketing Budget	\$275,000.00
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Less Marketing 2080-753.00-900.013	\$266,550.00
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Less Software 2080-753.00-933.001	\$8,450
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