

Recreation Center Marketing Campaign
\$25,200

Proposed breakdown of budgetary items

Digital	35%	\$7,350
online ads		
social media		
search		
website		
video (travel Vlogs)		
radio		
TV		
Blogs (travel)		
Print	45%	\$9,450
brochures		
rack cards		
posters		
flyers		
billboard		
direct mailers		
Direct	20%	\$4,200
Sports Tourism		
AAU-Amatueru Athletic Union		
Statewide Associations		
Collegiate		
National Recreation Association		
Local Recreation Associations		
admin fees		\$4,200
TOTAL	100%	\$25,200