

Date Range	175th Anniversary Marketing Elements	Projected cost	Actual costs to date/PAID
Sept 2014/ April 2016	Visual identity development	\$5,000	\$5,000
	Development of graphics and templates	\$2,738	\$481
	175th Letterhead template	\$100	\$55
	Collateral Material:		
	Brochure for New Faculty	\$530	\$530
	Morris Plaque and Morris Plaque event	\$3,000	\$2,475
	23 Roll up banner for events and faculty comms officers	\$6,670	\$6,670
	Sub-total	\$18,038	\$15,211
May 2016 - April 2017	Collateral Material:		
SPRING/SUMMER	Banners/A-frames for fields	\$4,118	\$4,118
	Queen's Moments execution - A Stokes	\$7,000	\$6,921
	Stickers, Buttons, Pins and Pocket Protectors	\$4,600	\$4,600
	175 Web site development	\$12,000	\$12,000
	Media Backdrop	\$4,715	\$4,715
	Second order of 175th Pins approved per November exec meeting	\$2,500	\$2,500
	Special Edition of Alumni Review/Annual Report (all associated costs including special cover and design and extra pagination)	\$15,000	\$15,000
	Sub-total	\$49,933	\$49,854
FALL/WINTER 2016/SPRING 2017	Collateral Material:		
	175 th moments development and design	\$10,000	\$6,500
	60 Pole Pennants – University Ave and Princess Street	\$11,625	\$11,625
	Campus Building Banners and Installation	\$15,200	\$15,200
	Grant Hall Convocation Banners	\$2,500	\$850
	Videos	\$5,000	\$4,000
	Pole Pennants - 175th and United Way	\$1,500	\$1,500
	Advertising:		
	1 Alumni Review full page ads	\$2,500	\$2,500
	K-Rock Centre Advertising Buy (plus production and design)	\$13,673	\$14,165
	Misc Design	\$3,000	\$3,000
	Misc Costs (Photography, editing, design misc, archives, Madison etc.)	\$7,000	\$7,271
	Whig Standard Supplement /Profile Kingston Magazine	\$12,839	\$15,839
	Sub-total	\$84,837	\$82,450
	A&R and Events		
	Patches for Varsity teams	\$4,000	\$3,995
	Guinness Book Costs	\$11,000	\$11,000
	Richardson Stadium Banners	\$18,815	\$18,815
	T-shirts	\$21,654	\$21,654
	Event Costs - Tea and Tree /St Andrews Church	\$984	\$984
	Infield Signage, bus wrap, stickers for helmets	\$2,661	\$2,661
	Sub-total	\$61,614	\$59,109
	TOTAL	\$214,422	\$206,624