

## *Rotary of Casper Educational Campaign - What is Rotary 2018-2019*

Estimated Expenses      Estimated Income

### **Educational Expenses**

Lamar Advertising [Digital & Poster Billboards]	\$3,600.00
Casper Star Tribune [Newspaper Ads]	\$1,500.00
Town Square Media [Digital & Social Media]	\$3,300.00
TV Station Advertising [Two Statewide TV Stations]	\$1,600.00
<b>Total Estimated Educational Expense</b>	<b>\$10,000.00</b>

### **Educational Income**

District Grant	\$4,000.00
Centennial Grant	\$1,000.00
Reveille Rotary Club Partnership	\$1,500.00
Five Trails Rotary Club Partnership	\$0.00
Rotary Club of Casper Centennial Advertising Budget	\$3,500.00
<b>Total Estimated Income</b>	<b>\$10,000.00</b>