Includes:

- Initial web page set up
- Regular web page updates

Total $3,000

This proposal is the bare minimum that needs to occur.

Will only allow for a web presence but no actual marketing to support it.
Marketing Proposal

# 2

Includes:

- Initial web page set up
- Regular web page updates
- Annual social media contract
- Year-round presence on berkshires.org
- PR/media relations efforts
- Branded eblast to NYC audience

Total $20,500
Marketing Proposal

#3

Includes:

- Initial web page set up
- Regular web page updates
- Annual social media contract
- Year-round presence on berkshires.org
- PR/media relations efforts
- Branded eblast to NYC audience
- Branded print campaign - street kiosks
- Digital retargeting to NYC audience

Total $50,500
Marketing Proposal

# 4

Includes:

- Initial web page set up
- Regular web page updates
- Annual social media contract
- Year-round presence on berkshires.org
- UPGRADED: PR/media relations efforts
- Branded eblasts to NYC audience
- Branded print campaign - street kiosks
- Digital retargeting to NYC audience
- Native carousel campaign to NYC audience

Total $100,500
Thank You

Questions?