

Twinklefest Cost Sheet

Category	Vendor	Detail	Est. Cost	Act. Cost
Marketing	Mixx96	Forty 30 second ads between 5:30 to 22:00 from 12/4-12/23	\$ 1,000.00	\$ 1,000.00
Marketing	Olympian	Half-page Black & White with week-long digital ad	\$ 1,000.00	\$ 750.00
Marketing	Iron Seele	30' banner hang over State Avenue	\$ 700.00	\$ 459.06
Marketing	TBD	Professional photographer - 20-30 streetscape images	\$ 500.00	\$ -
Marketing	Stranger	Eighth Page ad - 45 AD		\$ 275.00
Marketing	City Staff	Poster printing, 15¢ per page	\$ 23.00	\$ -
Lighting	City Staff	Installation materials		\$ 1,821.25
Lighting	City Staff	Installation labor		\$ 1,482.21
Lighting	Lowe's	Retail lighting strands	\$ 200.00	\$ 195.37
Lighting	Temple Lighting	9 additional snowflakes	\$3,371	\$ 3,073.18
Total				\$ 9,056.07