

# KOURTNEY BRANAGAN

## Ward 11

### CAMPAIGN BUDGET OVERVIEW

#### ONLINE COSTS \$1500

Website - \$600  
Domains - \$600  
Digital Newsletters - \$300  
Zoom - \$300

#### VOLUNTEERS \$10,000

Food - \$6000  
Swag - \$2500  
Gifts - \$1500

#### OTHER COSTS \$3000

Appreciation Swag - \$1500  
Mailing - \$250  
Office Supplies - \$250  
Misc. - \$1000

#### MARKETING COSTS \$65,500

Graphic Design - \$4000  
Photography - \$4500  
Video - \$5000  
Digital Marketing - \$8500  
Printing - Mailers - \$10,000  
Print Marketing - \$15,000  
Lawn Signs - \$14,000  
Public Engagement - \$4500

#### TOTAL \$80,000

The costs associated have been from research done pricing out materials and current costs to date.

The budget will flex with donations and prioritized to support volunteers and spread the message to constituents.