

PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2024/25

Project Title: Nyack Youth Music Festival in Memorial Park

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Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-24	Jun-25	COST
Secure venue	X												\$ -
Secure sponsorships	X	X											
Secure Acts	X	X											\$ 8,000.00
Run marketing campaign		X	X	X									\$ 5,500.00
TOTAL													\$ 13,500.00
MEDIA PAID FOR BY GRANT	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-24	Jun-25	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost: Details: Festival Poster, Design and Print	\$ -	\$ -	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750
Paid Social Media Campaign - Cost: Details: FB, IG, TikTok, NYC Metro Area, age group 14-65	\$ -	\$ 750	\$ 750	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,250
Radio media (:30 second audio ads) - Cost: Details: WHUD, The Peak, etc, NYC Metro Area, Age group 14-65	\$ -	\$ -	\$ 600	\$ 600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200
PR/Press release/outreach - cost: Details: Press release and press pitch, NYC Metro Area	\$ -	\$ -	\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
Other Marketing Costs: Details: Email blasts, NYC Metro Area	\$ -	\$ -	\$ 150	\$ 150	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300

Total \$ 5,500