

Marketing Budget Line Items	Total
510 Community Relations	421,300
518 Creative	66,000
522 Destination App	16,700
532 Hennen Commissions	32,000
535 Communications	59,060
536 Partnership	20,000
537 Postage	7,000
540 Printing	25,000
545 Promotional Items	10,000
547 Prop 302	309,000
550 Sports Sales	48,495
553 Travel Industry Sales	41,930
555 National Sales	69,720
560 Sr Vice President	22,530
563 Videos/Imagery	25,000
565 Website Mktg & Maintenance	14,890
TOTAL	1,188,625

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COMMUNITY RELATIONS 510	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Arizona Celebration of Freedom								20,000					20,000
Benedictine Golf Tournament									1,500				1,500
Citrus Classic					4,500								4,500
Clover Cup									5,000				5,000
Cubs/A's Spring Training tickets						4,200							4,200
Day at the Diamond (Spring Training festival) (Ultimate Imaginations)								2,500					2,500
El Tour de Mesa							1,000						1,000
Fiesta Bowl Shootout					5,000								5,000
Heather Farr Classic									1,200				1,200
Int'l Gay & Lesbian Tourism Assn Dues									2,500				2,500
IPC Grand Prix Desert Challenge Games											1,000		1,000
MCC Anniversary	2,500												2,500
Merry Main Street						7,500							7,500
Mesa Foundation for Educ Excellence (1/3 share)								500					500
Mesa MLK Celebration							450						450
Mesa Music Fest (Motor Media)			10,000										10,000
Mexican Baseball Fiesta			2,500										2,500
NJCAA Golf Nationals											2,000		2,000
NCAA Final Four	40,000				40,000								80,000
Phoenix Marathon			15,000										15,000
ProspectWire		10,000											10,000
Sports360AZ	10,000												10,000
USA Swimming Arena Pro Series (Sol Mates)									10,000				10,000
USA Water Polo 12U Nat'ls					4,000								4,000
Under Armour Baseball All American Games						3,000							3,000
VisitMesa.com Basketball Challenge					3,000								3,000
WAC Baseball											3,000		3,000
City of Mesa	5,000	5,000	5,000	5,000	8,000	9,000	9,000	8,450	8,000	8,000	8,000	8,000	86,450
Sports Complex Campaign	50,000	50,000											100,000
Contingency	2,000	2,000	2,000	2,000	2,000	2,000	1,000	2,000	2,000	2,000	2,000	2,000	23,000
TOTALS	109,500	67,000	34,500	7,000	66,500	25,700	11,450	33,450	30,200	10,000	16,000	10,000	421,300

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CREATIVE 518	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
	5,000	6,000	5,000	6,000	5,000	6,000	5,000	6,000	5,000	6,000	5,000	6,000	66,000
DESTINATION APP 522	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Bluebridge	8,350						8,350						16,700
HENNEN COMMISSIONS 532	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Sales Commissions: VG					32,000								32,000

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