

Alternative Giving scheme budget plan

Please note: this is a high budget estimate, assuming that we want to saturate the city, raise awareness and have the biggest and most long-term impact we can achieve. This can be scaled back depending on availability.

The quote covers photography, design, print and digital media.

Railway Station billboards

Monday 3 June–Sunday 30 June

Printing and installation cost: \$971.75

Deadline for material:

Adshels (25 sites)

Monday 3 June–Sunday 30 June

Booking space, printing and installation: \$17,390*

Deadline for material:

*This costs far more than what we paid for with the family violence project because we are booking and paying for the space rather than depending on random availability. This ensures that the advertising appears on target areas.

City centre poster drop (Phantom)

Monday 3 June–Sunday 30 June (120 posters per week)

Printing and installation: \$1224

Deadline for material:

Photography and design (Wellington City Council)

Estimate based on 20 hours: \$1600

Print estimate: TBA

Flyers (Wellington City Council)

Estimate including print):

Press (The Wellingtonian)

A quarter-page press advert for Thursdays 6, 13, 20 and 27 May

Total cost: \$2721.39

Deadline for material:

Back of bus (three buses)

Monday 3 June–Sunday 30 June

Total cost: \$5044

Digital advertising (Stuff website) or Facebook – pay ourselves??

Monday 3 June–Sunday 30 June

This would redirect people to our website.

Total cost: \$5000

Deadline for material:

Total cost:

\$33,951.14