

Item 6f - SONC 2021 Elections Funding

REQUEST FORM

**FY 2020-2021 SHERMAN OAKS NEIGHBORHOOD COUNCIL BUDGET REQUEST
ESTIMATED COST FOR PROJECTS AND OR EVENTS**

(A)	
Name:	Sarah Manuel
Contract Info.:	Sarah.Manuel.SONC@gmail.com
Title of Committee and Event	Outreach Committee -- SONC 2021 Elections
DUE BY 09-09-2020	candy.williams.sonc@gmail.com

(B) COMMITTEE/PROGRAM OR EVENT DESCRIPTION	(C) BAC ATTACHED If Applicable	(D) BUDGET CATEGORY NO.	(E) SUB CATEGORY	(F) TYPE OF EXPENSE	(G) VENDOR	(H) TOTAL ESTIMATED COST
SONC Elections						
Yard Signs (200 signs \$5-\$10 each)		Outreach	NC Election	Advertisement	Pending	\$2,000
Bumper Stickers (\$00.05 to \$1.50, Minimum of 125 stickers, Qty 200)		Outreach	NC Election	Advertisement	https://www.4imprint.com/	\$300
Promotional Videos		Outreach	NC Election	Advertisement	In house --	
Digital Content		Outreach	NC Election	Advertisement	Canva.com -- In house	
Facebook (Boost Posts Est. Daily Reach of 119-343 per day for 45 days. \$3.30 a day/45 days)		Outreach	NC Election	Advertisement	Facebook Boost Posts	\$150
IG Advertising (Promote Est. Reach of 12,000-30,000 over 30 days, \$5 a day)		Outreach	NC Election	Advertisement	IG Boost Posts	\$150
NextDoor Advertising		Outreach	NC Election	Advertisement	In house --	
Laminated Posters (\$2.00- \$5.00) Posted at S.O. Businesses, Qty 200		Outreach	NC Election	Advertisement	Pending	\$1,000
Constant Contact Campaigns		Outreach	NC Election	Advertisement	In house --	
					Estimated Total:	\$3,60

