

Collateral

- Postcards
 - Flyers
 - Posters
 - Signs
 - Programs
 - Posters in local businesses
- BUDGET: \$1,500

Ads

- Radio
 - 101.1
 - SMU Radio
 - UNT Radio
 - UTD Radio
 - TWU Radio
 - Local Arts Programs
 - Facebook Ads
 - Community Websites
- BUDGET: \$1,000

Drip Campaigns

- Databases
 - Dunn & Bradstreet
 - Dupont Registry
 - Local Business
 - Arts Philanthropists
 - School Fine Arts Programs
 - Arts Programs
 - Save the date, invitation, announcement & reminders
- BUDGET: \$2,000

Direct Mail

- Donors
 - Businesses
 - Purchased Lists
 - Artists
 - Arts Programs in Allen, Frisco, Plano, Fairview, Lucas, Prosper, Melissa, Anna, Celina
- BUDGET: \$3,500

F-Platforms

- McKinneyonline.com
 - Friscoonline.com
 - Community Arts Calendar
 - Artsonepass.com
 - AdCritic.com
 - WhoFish.com
 - Guidelive.com
- BUDGET: \$500

Social Media

- Facebook
 - Instagram
 - Twitter
 - Tik Tok
 - Snapchat
 - LinkedIn
- BUDGET: \$500