



<b>2016 Tour de Coop Advertising/Marketing Budget</b>		
<b>City Newspapers and HOA ads</b>		
	Dallas morning news, Fort Worth telegram, etc	\$500
<b>Magazines</b>		
	Community News Connection	\$450
	Backyard Poultry	\$750
	Edible DFW	\$1,000
	Natural Awakenings	\$850
	Living Natural	\$750
<b>Billboards</b>		
	2 Billboard advertisements in DFW	\$1,000
<b>Posters</b>		
	50 posters @ \$2 each to display in downtown McKinney and around DFW	\$100
<b>Total Estimated Advertising and Marketing Expenses</b>		<b>\$5,400</b>

2016 Tour de Coop Revenue/Expenses				
		<b>Revenue</b>	<b>Expenses</b>	<b>Net Profit/</b>
<b>Merchandise</b>				
	300 t-shirts (sold for \$15; cost \$10)	\$4,500	-\$3,000	\$1,500
	totes (sold for \$15; cost \$10)	\$750	-\$500	\$250
<b>Ticket Sales</b>				
	350 adults @ \$10	\$3,500		\$3,500
	200 children (> 5 years old) @ \$5	\$1,000		\$1,000
<b>Sponsors for t-shirts</b>				
		\$3,000		\$3,000
<b>Charitable Donations to McKinney Charities</b>				
			-\$5,000	-\$5,000
<b>Expenses for 2017 Tour de Coop (advertising, etc.)</b>				
			-\$2,500	-\$2,500
<b>Net Profit/Loss</b>				
				\$1,750