

**California Date Administrative Committee
2006-2007 Marketing Budget**

	<u>Proposed Program</u>
<u>Coachella Valley "Date" Awareness Programs</u>	
<u>Special Events</u>	
<u>2007 Date Chef Competition</u>	
Fantasy Springs Resort Casino, Special Events Center April 29, 2007	\$ 25,000.00
 <u>Riverside County Fair & Date Festival, February 2007</u>	
Sponsorship Fee - Taj Mahal Building Sponsor	\$ 5,000.00
Booth set up & Miscellaneous costs	\$ 1,000.00
	<hr/> \$ 6,000.00
sub-total	\$ 31,000.00
 <u>Auxilliary Support</u>	
<u>Target Sampling Program</u>	
Provide Date Product to Schools for nutritional education, culinary programs. Various nutrition programs across the country.	
Sample Product	\$ 500.00
CDAC Packaging - 2 lb boxes	\$ 500.00
	<hr/> \$ 1,000.00
 <u>Memberships in Organizations</u>	
IFT (July 1, 2006 - June 30, 2007)	\$ 165.00
Produce Marketing Association (May 1, 2006 - April 30, 2007)	\$ 925.00
Produce for Better Health Foundation/5-a-Day - Standard membership	\$ 500.00
	<hr/> \$ 1,590.00
sub-total	\$ 2,590.00
 <u>News Bureau Activities</u>	
<u>Website Hosting, E-Newsletter & Updates</u>	
Maintenance, updating and changes	\$ 3,600.00
 <u>Education/Nutritional Pamphlet for Schools</u>	
No re-print needed for 2006 - 2007 fiscal year	\$ -
 <u>Photographic Library Archives</u>	
Update Media Kit annually with new information about the Date Industry (includes supplies & printing). For handout to media requests. Update food shots, harvest & production photos.	\$ -
 <u>Media and Education Tours to Date Gardens</u>	
	\$ -
 <u>Generic Advertising & Editorial</u>	
The Produce News - September Issue: Date, Nuts & Dried Fruits	\$ 3,900.00
The Packer - September Issue: Dates, Nuts & Dried Fruits	\$ 3,600.00
The Guide (annual) ¼ page ad	\$ -
	<hr/> \$ 7,500.00
sub-total	\$ 11,100.00
 <u>Graphic Design, Printing Costs</u>	
<u>Advertising Concepts/Slogans/Recipe Cards</u>	
	\$ -
	<hr/> \$ -
<u>sub-total Marketing & Media Expense</u>	\$ 44,690.00

	<u>Proposed Program</u>
<u>Industrial/Retail Programs - Trade Shows</u>	
PMA Show - San Diego, CA - October 20 - 24, 2006	
Booth Setup Costs, Freight, Food display & other misc expenditures	\$ -
Travel & Lodging	\$ -
	<hr/> \$ -
Miscellaneous Exhibit Materials	\$ -
IFT Annual Meeting & Food Expo - Chicago, IL, July 26 - 30, 2007	
Booth Setup Costs, Freight, Food display & other misc expenditures	\$ -
Travel & Lodging	\$ -
	<hr/> \$ -
<u>sub-total Trade Show Expense</u>	\$ -
<u>sub-total 2006 - 2007 Marketing & Promotion Program</u>	\$ 44,690.00
<u>Replacement/Upgrade Marketing Materials - Reserve Fund</u>	
<u>Trade Show Exhibit</u>	
New Booth Exhibit, Base cost	\$ -
Graphics cost	\$ -
	<hr/> \$ -
<u>Marketing & Promotion Materials - Printing/Graphics</u>	
Publications - Industrial, Retail, Consumer, Nutritional	\$ -
Additional materials	\$ -
	<hr/> \$ -
<u>sub-total Reserve Fund</u>	\$ -
<u>Nutritional Data Analysis</u>	
<u>Analysis Studies on the Health Aspects of Dates and Date Pits</u>	
Heart Health, Diabetes, Digestive Disorders, Chronic Fatigue syndrome, Anemia, etc	
University/Organization research subsidies	\$ 5,000.00
	<hr/> \$ 5,000.00
<u>sub-total Nutritional Analysis Program</u>	\$ 5,000.00
<u>Total 2006 - 2007 Marketing & Promotion Program</u>	\$ 49,690.00
<u>Contingency</u>	\$ 3,000.00
<u>Agency Fee</u>	
<u>Marketing & Media Relations</u>	
Agency fee to Pamela Bieri	\$ 18,700.00
<u>Total Marketing Expense</u>	\$ <u>71,390.00</u>