

Arts HALLANDALE

UPLIFTING OUR COMMUNITY THROUGH ART

ARTS + EVENT BUDGET	56.1K
MARKETING BUDGET	24.8K
TOTAL BUDGET	\$80.9K

PAINT THE "H" PROJECT	\$4K
• AUG - SEPT	
An oversized large HALLANDALE art piece will grace a city park. The piece will be painted by individual artists.	
PRICE IS FOR ALL FULL HALLANDALE + PAINTERS STORAGE INSTALL TRANSPORT NOT INCLUDED	
HALLANDALE HYDRANTS	12K
• AUG - SEPT	
100 Colorful Art Hydrants will provide a splash of color and vivify the community in Hallandale	
HYDRANT RELEASE PARTY	4K
• SAT SEPT 14 — 5-9pm	
Celebrate the release of the Hydrant Project with live music, food, fun, and art events! Enjoy a hot night time neon art party in Hallandale with live music + more	
FOSTER PARK MURAL PROJECT	25K
• AUG - SEPT	
Artists - 20 Murals: Foster Park will be transformed through the power of artwork	
FOSTER PARK MURAL RELEASE PARTY	6K
• SAT. SEPT 7 — 12-4pm	
Foster Park Mural release parties will commemorate the artists' hard work during a community celebration	
MOVIES UNDER THE STARS	4K
• SAT. AUG 31 + SEPT 7 — 8-11pm	
Enjoy the popcorn and candy as you enjoy Hollywood movies on a giant 14' wide screen	
TASTE OF HALLANDALE	1.1K
• THUR. AUG 15 — 12-2pm	



MEDIA PLACEMENT | \$24.8K NEGOTIATED AD BUY

\$10.5K WLRN RADIO

7K CASH | 3.5K TRADE
Radio + Streaming + Banners
50% VALUE ADDED

\$1.5K | MIAMI ART GUIDE

5X e-announcements
Online Banners
Newsletter editorial pick
Newsletter Cover Story
GREATLY DISCOUNTED

1.9K | SUN SENTINEL

2x Showtime Half - value
2x Weekender Email Blast
GREATLY DISCOUNTED

\$1.5K | WHERE MAGAZINE

6 week campaign includes:
Revolving Email Blast Campaign
Revolving Monthly Newsletter
Engagement Social Campaign
Programmatic Campaign
DISCOUNTED PACKAGE DEAL

\$1K | ISLAND ORIGINS

1x Full Page Print
2x Email Newsletter
1x Paid Social Campaign
DISCOUNTED

\$1.5K | HOLLYWOOD GAZETTE

3X QTR Page Print Ad
Online Banners + Email
DISCOUNTED

\$2K | NEW TIMES

3x 50k Site Banners
3x Art/Theater + LGBT
2x Events Eblast
2x Weekly Promo TOP SPOT
3x Weekly Promo
DISCOUNTED

\$1K | SUGARCANE MAGAZINE

2x Monthly Leaderboard Online Banner
Monthly Email Blast Banners
SM Blog posting
FB + IN posts w/ Paid Boosts
GREATLY DISCOUNTED

\$2.5K | CULTURE OWL

2 Dedicated Email Blasts
2 Email Blast Inclusions
2 Email Blast Banners
2 Paid Social Ads
Annual Calendar Membership
2/3 Print Ad: September issue
Listing all upcoming events
GREATLY DISCOUNTED

\$1.5K | SO FLA SUN TIMES

2X QTR Page Print Ad
Online Banners + Email
DISCOUNTED

1.5K | CHOOSE 954

6 week campaign includes:
Top Spot in Weekly Email Blasts
Paid Social Campaign
Banner Ads July - September
Visual Story Telling (VIDEO)
Utilize video for engagement
GREATLY DISCOUNTED

\$640 | SO FLA GAY NEWS

2X 1/4 Page Print
2X Online Banners
2X E-blast Banners
DISCOUNTED PACKAGE DEAL

\$1.6K | OUTCLIQUE MAGAZINE

2X Print Ad: AUG + SEPT
5X Dedicated Email Blast
3x Monthly Online Banners
Editorial
5x Social Media Posts
DISCOUNTED PACKAGE DEAL

AUGUST 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
	HYDRANT + MURAL IMPLEMENTATION MARKETING					
4	5	6	7	8	9	10
	HYDRANT + MURAL IMPLEMENTATION MARKETING					
11	12	13	14	15	16	17
	HYDRANT + MURAL PROJECTS MARKETING			TASTE OF HALLANDALE		
18	19	20	21	22	23	24
	HYDRANT + MURAL PROJECTS MARKETING					
25	26	27	28	29	30	31
	HYDRANT + MURAL PROJECTS MARKETING					MOVIES UNDER THE STARS

SEPTEMBER 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	HYDRANT + MURAL PROJECTS MARKETING					NEW MURAL RELEASE PARTY
1	2	3	4	5	6	7
	HYDRANT + MURAL PROJECTS MARKETING					FIRE HYDRANT RELEASE PARTY
8	9	10	11	12	13	14
	HYDRANT + MURAL PROJECTS MARKETING				MOVIES UNDER THE STARS	
15	16	17	18	19	20	21
	HYDRANT + MURAL PROJECTS MARKETING					
22	23	24	25	26	27	28
	HYDRANT + MURAL PROJECTS MARKETING					
29	30					