

FOOD TRUCK WARS 2017

Advertising Local:

- Daytona Beach News-Journal Go-Do 3x6 f/c \$600
- Banners (2) for local sites (1) for Main (A1A corner location) (1) at Beach Street within Riverfront Park. All locations on approved poles \$840
- Posters 11x17 (100) \$68
- Rack Cards 5x7 2-sided (5,000) \$305
- Wyatt distributed marketing materials - \$100
- Eblasts to Broadway list, Peabody list and Ticket Master list – N/C
- Facebook Ad purchase \$300
- Facebook and website posting \$100
- Calendar listings N/C
- TV and radio spots about event by John Mondelli \$70 for posting on website and eblasts, and public service announcements

Total Advertising spend \$2,383

Media Coverage:

Press Releases through Susan Cerbone