

November Marketing Report
for the PAMV Chapter Board Meeting on December 7, 2013
Nigel Endersby, VP Marketing

Cabaret – The Good Old Days, November 16, 2013
Marketing Collateral, Postage and Ads

a. Placemats

The placemats were printed for the Fall Ice Cream and Cabaret event.
400 placemats were donated by CSR Real Estate Services. The 8 ads generated a total of \$200 in revenue for the chorus (cost - \$25 per ad).

b. Poster size flyer

The cost to create the large flyers 12" x 18" with the tear-off email address and phone number for ordering tickets for the show were also donated by CSR.

c. Standard size flyer

The cost to create 400, 8 ½" x 11" flyers that the chorus handed out were donated CSR.

d. Sing along music

The cost to create the 400, 8 1/2" x 11" song sheets that Chuck used for the sing-along at intermission were donated by CSR.

e. Mailing

The cost for the 671, 8 ½" x 11" flyers that were mailed out to the chorus mailing list, cost the chorus \$807.08. This included the printing cost of \$72 (400 flyers at \$.18 per flyer) and \$671 (including the \$20 discount) for the tabs, folding, printing the addresses of the recipients on the flyers and the bulk mailing mail codes (691 flyers at \$1.00 ea. = \$691) and the sales tax of \$84.08.

\$72.00	Printing 691 flyers
<u>\$691.00</u>	Tabs, folding, addressing and bulk mail codes
\$763.00	Sub-total before discount
<u>(\$20.00)</u>	Discount
\$743.00	Total cost before tax
<u>\$64.08</u>	Sales tax
\$807.08	Total mailed flyer expense

f. Postage

The postage for the mailed flyers was \$309.86. This included the annual \$200.00 cost to maintain our bulk mail service with Palo Alto Post Office and a \$109.86 cost to mail the flyers on our mailing list.

\$200.00	Annual cost for PAMV bulk mail service
<u>\$109.86</u>	Bulk mail postage expense
\$309.86	Total postage expense

g. Total 2013 Cabaret marketing expenses

\$807.08	Mailed Flyer
<u>\$309.86</u>	Postage
\$1,116.94	Total Cabaret marketing expense
<u>\$200.00</u>	Ad revenue
\$916.94	Total marketing expense for 2013 cabaret

Suggestion – let's charge \$50 for each ad for the 2014 Cabaret. Let's reduce the number of poster size and standard size flyers. We had extras that were not handed out by chorus members.