

MARKETING BUDGET

An aggressive marketing and advertising budget must be available. This budget must be large enough to attract people from this area as well as L.A., Orange, and San Diego counties on a continuing basis.

Following are the startup and monthly marketing budgets.

Startup

Our startup marketing budget will be:

Newspaper	\$6,454
Radio	2,100
Magazine	2,510
Direct mail	28,600
Web site	2,000
Misc./art work	2,336
Grand Opening/reception	<u>6,000</u>
	\$50,000

Ongoing

Marketing Budget-Year One

	1999				2000								Total		
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug			
Radio (local)	\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 9,900
Television (cable)	1,100	1,100	1,100	1,100	-	-	-	-	1,100	1,100	1,100	1,100	1,100	1,100	4,500
Newspaper	-	2,000	-	-	-	-	-	-	500	500	500	500	500	500	4,800
Yellow Pages	400	400	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Magazines	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Direct Mail	-	-	-	-	1,100	1,100	1,100	-	-	-	-	-	-	-	3,300
Billboards	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pro Events	-	-	2,500	2,500	2,500	2,500	-	-	-	-	-	-	-	-	10,000
Celebrities	-	-	-	-	-	-	2,500	-	-	-	-	-	-	-	2,500
Total	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 36,000

Marketing Budget-Year Two

	2000				2001								Total	
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug		
Radio (local)	\$ 1,000	\$ -	\$ -	\$ 2,000	\$ 2,000	\$ 1,000	\$ 1,000	\$ -	\$ 2,000	\$ 2,000	\$ 1,100	\$ 1,100	\$ 1,100	\$ 13,200
Television (cable)	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Newspaper	2,100	1,100	1,100	1,100	1,100	-	-	-	1,100	1,100	-	-	-	8,700
Yellow Pages	400	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Magazines	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Direct Mail	-	2,000	-	2,000	-	-	-	-	2,600	2,000	-	-	-	8,600
Billboards	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pro Events	-	-	2,000	-	2,000	4,100	4,100	-	-	2,000	2,000	2,000	2,000	18,200
Celebrities	-	-	2,000	-	-	-	-	2,500	-	-	-	-	-	4,500
Total	\$ 5,000	\$ 5,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 76,000

Marketing Budget-Year Three

	2001				2002								Total
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	
Radio (local)	\$ 1,000	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 2,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 14,500
Television (cable)	1,500	2,500	2,500	2,500	2,500	2,500	2,500	1,500	1,500	1,500	1,500	1,500	24,000
Newspaper	2,100	2,000	2,000	2,000	2,000	2,000	-	2,100	2,100	2,100	-	-	19,400
Yellow Pages	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Magazines	-	-	-	-	-	-	-	-	-	-	-	-	-
Direct Mail	-	-	-	-	-	-	-	-	-	-	-	-	-
Billboards	-	-	-	-	-	-	-	-	-	-	-	-	-
Pro Events	-	-	3,100	-	3,100	3,100	2,000	-	-	-	2,100	2,100	15,500
Celebrities	-	3,100	-	3,100	-	-	2,600	-	-	-	-	-	8,800
Total	\$ 5,000	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 87,000

Our on-going marketing budget will be:

