

## Marketing Committee

- **EYES ON TECUMSEH** - Continuing to execute “Eyes on Tecumseh - Business Spotlight”. Features are posted to Eyes on Windsor’s website as well as ours and shared all over theirs and our social media platforms: Facebook, Instagram and Twitter. Stats have not been received yet for the months of December 2020 - April 2021 from Eyes on Windsor. Following up for confirmations.
- **TECUMSEH LIFE** – The Marketing committee has decided to organize a Fall/Winter publication. Committee will reach out to Windsor Star late summer to begin talks.
- **SOCIAL MEDIA** – Continued contesting, content and member shares via social media platforms: Facebook, Instagram & Twitter.
- **TECUMSEH BIA SWAG** – The Committee has finalized recommendations for swag orders – see below. The committee is seeking the Board's Approval to move forward with the following swag purchase.

### TOTBIA SWAG FOR REVIEW

- Red Pen
  - 1 colour print (recommending white)
  - \$0.89/unit - discounts applied after 500 units.
  - Quantity Recommendation:
    - 1000 pens @ 0.72/bag = \$720+ tax (\$843.60)
- Black Bag
  - 1 colour print (recommending white)
  - \$1.49/unit - discounts applied after 500 units.
  - Quantity Recommendation:
    - 1000 bags @ 1.09/bag = \$1090+ tax (\$1231.70)
- Red Bottle
  - 1 colour print (recommending white)
  - \$2.89/unit - discounts applied after 300 units.
  - Quantity Recommendation:
    - 300 bottles @ 1.82/bottle = \$546+tax (\$616.98)
- Note Pad
  - 1 colour print (recommending white)
  - \$1.35/unit - discounts applied after 500 units.
  - Quantity Recommendation:
    - 500 notepads @ 1.35/bottle = \$675+tax (\$762.75)

- TOTAL PROMOTIONAL ALLOCATION: \$3455.03
- PROMOTIONAL MATERIAL BUDGET REMAINING: \$1456
- \$1999.03 REMAINING
- AVAILABLE FUNDS: TECUMSEH LIFE MAG 6000 - 3000 WINTER PUBLICATION = 3000

