



**\$150 Participation Fee Covers:**

- **Port-o-Potties for Event** **\$255**
  - **Entertainment** **\$560**
    - **Steel Pans (1HR) \$150**
    - **1 Musician/Bands (1 Hour/\$75)**
    - **1 or 2 Dance Studios (free)**
    - **Strolling Magician ? (looking into costs)**
    - **Harry Potter Movie License \$335**
  - **Activities:** **\$400**
    - **Loyola Quidditch Teams \$200**
    - **Prizes \$200 (what do we need? Can we find sponsors?)**
  - **Decorations, Printing & Supplies** **\$300**
    - **Signs for Businesses (\$10 each so \$100-\$200)**
    - **Decorations/Supplies (incl. posters/flyers)**
  - **Advertising** **\$700**
    - **Facebook Target Boosting of Event \$200 (\$55 already spent)**
    - **Woodstock Independent Total Market**
      - **2 page Color Spread \$500 (paper donating 1 page editorial and discounting 50% off one page)**
    - **Free Ad from NW Herald possibly (meeting them Monday 7/3)**
- \$2215 Total Spend**

**\$90 if 25 businesses participate**

**\$110 if 20 businesses participate**

**\*\*\$150 if 15 businesses participate**

**Current Facebook Event Results since June 20<sup>th</sup>**

**Boosted 2 ads, one on Chamber Page and 1 on Woodstock Square Page on 7/24;**

**Wizarding World of Woodstock** · Woodstock Square · Woodstock

**38K**

Total Event Reach

**3.3K**

Viewed

**1.5K**

Responded

294 Going \* 1.2K Interested \* 478 Shares

Please return completed form and payment to the Chamber Mailbox at City Hall by 5 pm Wednesday July 5 to be included in Printed Materials & Advertising. Checks should be made payable to the Woodstock Chamber of Commerce & Industry.

If you have additional questions about the event please contact Danielle Gulli at the Chamber (815)338-2436, Mary Ryan or Nick Weber at the Library (815)338-0542 or Krista Coltrin at City Hall (815) 338-3176.