



# Invoice

314 Wall Street 2nd Floor  
Kingston, NY 12401

Date	Invoice #
4/16/2018	75352

Bill To
Ulster County Economic Development Alliance, Inc. attn: President 244 Fair Street Kingston, NY 12401

Project: 18004 Business Attraction Campaign

P.O. No.	Terms
	Due on receipt

	Contract	Prior Amt	Current Due
2018 Business Attraction Campaign			
Deliverable #1 - Lead Generation Campaign			
Task 1.1 - Pay Per Click Ad Spend	10,000.00		0.00
Task 1.2 - Campaign Management and Reporting	10,000.00		500.00
Deliverable #2 - Two Event Sponsorships			
Task 2.1 - Direct Sponsorship Cost	17,500.00		0.00
Task 2.2 - Research and Coordination	5,250.00		600.00
Adjustment per \$10,000 credit - \$9,400 Credit			-600.00
Balance Remaining			
Deliverable #3 - Business Attraction Event			
Task 3.1 - Event Execution Costs	27,500.00		0.00
Task 3.2 - Planning, Promotion, and Coordination	7,500.00		0.00
\$10,000 Credit Balance Remaining			
Deliverable #4 - Lead Follow Up			
Task 4.1 - Create List of Interview Questions	500.00		0.00
Task 4.2 - Conduct Phone Interviews With At Least 12 Leads	1,250.00		0.00
Task 4.3 - Reporting	500.00		0.00

Total This Invoice \$500.00

Payments/Credits \$0.00

Please remit payment to Luminary Publishing, Inc.

Online payment accepted via [luminarymedia.com/billpay](http://luminarymedia.com/billpay)

<b>Total Amount Due</b>	<b>\$500.00</b>
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Michael P. Hein  
Ulster County Executive

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## WOODSTOCK FILM FESTIVAL SPONSORSHIP

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On behalf of UCEDA, Luminary negotiated a sponsorship offer with the Woodstock Film Festival taking place October 10-14. Total value: \$10,000. UCEDA sponsorship benefits are below:

- 45 second filmmaking video shown at the awards ceremony
- 45 second filmmaking video, shown on a loop at the Hospitality Lounge, where attending filmmakers, industry members, and members of the press congregate
- Sponsored email blast sent to 12,000 film industry members
- Full page ad in WFF commemorative program
- Opportunity to provide a one-sheet on the benefits of filmmaking in Ulster County for inclusion in 300 attendee information packets
- 4 passes to all networking parties at the festival!

This sponsorship arrangement would communicate the benefits of filmmaking in Ulster County to thousands of filmmakers, producers, directors, actors, Woodstock Film Festival followers, and attendees.

### UCEDA\_2018\_TimeTracker

SHARE

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	A	B	C	D	E	F	G
1	Still loading...						
2	1.1	Pay per Click Ad Spend			0		
3	1.2	Campaign Management and Reporting	Samm Liotta	\$150	3.33	\$500	
4							
5	2.1	Direct Sponsorship Cost			0		
6	2.2	Research and Coordination	Brian Mahoney	\$150	4	\$600	
7							
8	3.1	Event Execution Costs			0		
9	3.2	Planning, Promotion, and Coordination			0		
10							
11	4.1	Create List of Interview Questions			0		
12	4.2	Conduct phone interviews with 12 leads			0		
13	4.3	Reporting			0		
14							
15		<b>TOTAL</b>			<b>7.33</b>	<b>1100</b>	<b>Invoice 4.16.18</b>
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