

Pride of New York Budget Summary

Fiscal year	Total budget	Klein Marketing Communications	Media	Events
2006-07	\$ 960,000	\$450,000	\$420,000	\$ 90,000
2007-08	\$1,000,000 *	\$450,000	\$460,000	\$ 90,000

* Includes approximately \$129,000 of federal Specialty Crop Block Grant funds for cooperative advertising program

Category explanations

Klein Marketing Communications = creative/production, public relations, signage, displays, marketing materials, etc.

Media = print, radio, television, billboard advertising

Events = national/state/local events, conferences, and seminars