

# 2021 BHF Budget

GENERAL		SURVIVE. THRIVE. ALIVE.		BRIGHT HEART MONTH		BRIGHT HEART FAMILY DAY		HOCKEY HAS HEART	
Graphic Design	\$1,500	SURVIVE	\$2,500	Call To Action Campaign	\$1,000	Venue	\$3,000	Mural	\$3,000
Printing	\$1,500			Graphics	\$500	Food + Beverage	\$3,000	Wubbanub	\$500
Video Production	\$1,000	THRIVE	\$2,500	Video	\$1,000	Photography	\$500	Family Refreshments at Mixer	\$2,500
Photography	\$1,000			Photography	\$1,000	Rentals (TBD)	\$500	Tix to heart families + staff	\$2,500
Email communications setup	\$300			Promo giveaway with merch and gifts	\$1,000	Giftbags (BHF totes?)	\$500	T-shirts for families, giveaways	\$500
PR - Roar	\$3,000								
Website updates	\$500	ALIVE - in partnership with AGAPE mgmt	\$20,000	Nashville Sign Billboard	\$500	Gifts from sponsors	\$500	Photography	\$500
Bright Heart Shop merchandise	\$2,500			Sponsored media ads	\$500	Parking Attendants (possibly volunteers)	\$500	Graphics	\$500
		Graphics	\$300						
Packaging + Shipping Costs	\$500		\$25,300	Web store	\$500	Car Wash Team?	\$500	Printing	\$500
FB/IG ads for merch	\$500			Shipping	\$500	Dunkin or Starbucks Coffee for car	\$500	Video	\$500
SEO (LP confirmed)	\$1,500			FB/IG ads	\$1,000			Rentals	\$500
Capital Campaign - postage/ formal letterhead + envelopes	\$500			SEO	\$1,500	Thank you gifts to volunteers - gift bag, tee, etc.	\$250	Thank you gifts to volunteers - gift bag, tee, etc.	\$200
	\$14,300			Thank you gifts to volunteers - gift bag, tee, etc.	\$500	Graphics	\$200	Web Store	\$300
				Printing for banners - thank you to our sponsors + Thank you Heart Care Team	\$500	Printing for banners - thank you to our sponsors + Thank you Heart Care Team	\$500		\$12,000
					\$10,000		\$10,450		