

## "Coming Home"

### Sawyer International Airport Campaign

August - December, 2009

\$6,800.00

Item	Type	Description	Details	#	Total Cost
1	Event - 8/20/09	Governor Granholm			
		ARRA Projects (i.e. Lighting Vault Relocation & Taxiway Improvements)			
2	Video/CD	LaDolce Video & Design	Voice-Over	1	\$510.00
		Petcha-Kutchra	Music		
			Motion		
3	Display Advertising	N-Compass Design	MJ Ad Template		\$500.00
4	Event 9/10/09	Speedskating Expo	10-Yr Open House Info		\$50.00
		Exhibit Booth	Parking Lot Info		
			Flight Info etc.		
5	NEW Web Page?	LaDolce Video	Support Sawyer - "Keep it Flying"		\$1,000.00
					\$250.00
		History - Original County Airport	GCC, too		
		Kelly Johnson			
		Air Mail - 1st Day Cover - New Stamp			
		K.I. Sawyer Heritage Air Museum	Videos, Photos - KISHAM		
		Petcha Kucha Info/CD	Other News Worthy Info		
		Donations?			
		Twitter	Surveys/Vouchers		
		Facebook			
		LinkedIn			
		MySpace			

6	Event - 9/26/09	Senator Levin			
		Open House - Terminal			
		Ribbon-Cutting - Parking Lot Pay Stations			\$1,500.00
	Display Advertising	Develop Ad with Air Service Message			
		<b>Mining Journal</b>	1/4 Page, Full-Color	1	\$793.50
		Radio Advertising			
		<b>Northern Star Broadcasting - \$190</b>	.30 Second Spots		CREDIT
7	Awareness Campaign - 9/09	Parking Lot Gates/Pay Stations	Launch - October 1, 2009		
		Informational Letters to Terminal Tenants			
		Informational Brochure for Patrons (place at airline ticket counters)			
		Press Releases - General Public			
		<b>Mining Journal</b>			
		Awareness/Instructional Article			
		<b>U.P. Business Today</b>			FREE
		<b>Marquette Monthly</b>			
		<b>Instructional Video - Website</b>			\$510.00
8	Power Point/CD Presentation	Marquette County Dept. Director's Meeting			
		Pecha-Kucha			
		Kippola's Friend - "Coming Home" Article			
		<b>Marquette Monthly</b>			
		<b>U.P. Business Today</b>			FREE
9	Power Point/CD Presentation	LSCP Multi-Modal Transportation Meeting			

		Pecha-Kucha			
10	Event - 10/09 (and others)	Project Completion			
		Contractor Promo/Ribbon Cutting			
	Display Advertising	Develop Ad with Reuse of Public Asset Message			
		<b>Mining Journal</b>	1/4 Page, Full-Color	1	\$570.00
11	Event - 11/09	Economic Development/Jobs			
		K.I. Sawyer Tenants:			
		Delphi/BWI			
		Potlatch			
		Argonics			
		Renewafuels			
		Superior Extrusion			
		AMR			
		Aero-Tech Deconstruction			
	Display Advertising	Develop Ad with Value/Jobs Message			
		<b>Mining Journal</b>	1/4 Page, Full-Color	1	\$570.00
		Email Broadcast - LSCP Members/GCC (Free w/LSCP Dinner Sponsorship)			FREE
12	Event - 12/09	Holiday Travel - "Coming Home"			
	Display Advertising	Develop Ad with Operational Excellence Message			
		<b>Mining Journal</b>	1/4 Page, Full-Color	1	\$570.00
		Fax Broadcast - LSCP Members/GCC (Free w/ LSCP Dinner Sponsorship)			FREE
					<b>\$6,823.50</b>

## "Coming Home"

### Sawyer International Airport Campaign

January - December, 2010

\$25,000.00

Item	Type	Description	Details	#	Total Cost
13	Event - 2/10	Kelly Johnson			
		100th B-Day/Death - 2/27/1910			
	Display Advertising	Develop Ad with Regional Message			
		<b>Mining Journal</b>	1/4 Page, Full-Color	1	\$793.50
14	Event - 6/23	Business After Hours w/Telkite			
15	Event - 8/21	Aviation Day			
		General Aviation:			
		Flying Tiger Flight Training, LLC			
		EAA			
		K.I. Sawyer Heritage Air Museum			
		NMU			
	Display Advertising	Develop Ad with Value Message			
		<b>Mining Journal</b>	1/4 Page, Full-Color	1	\$793.50
					<b>\$1,587.00</b>