

Black Rights Activism in America

Projected Subtotal to date: **\$ 253,277**

Exhibition	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Banners			SUBTOTAL \$ 6,957.25	
Flag Banners and Indoor Banners	15	\$ 250.15	\$ 3,752.25	
Stage Banner	1	\$ 2,305.00	\$ 2,305.00	
Entrance Banner	4	\$ 225.00	\$ 900.00	
Public Relations			SUBTOTAL \$ 12,000.00	
Opening Event	1	\$ 5,000.00	\$ 5,000.00	
Press Releases	20	\$ 100.00	\$ 2,000.00	
Private Fundraiser Event	1	\$ 5,000.00	\$ 5,000.00	
Programming			SUBTOTAL \$ 4,000.00	
Community Programs	4	\$ 1,000.00	\$ 4,000.00	
Social Media Targeting Posts			SUBTOTAL \$ 10,400.00	
Facebook	20	\$ 200.00	\$ 4,000.00	
Instagram	30	\$ 200.00	\$ 6,000.00	
LinkedIn	4	\$ 100.00	\$ 400.00	
Advertising			SUBTOTAL \$ 20,920.00	
Online Splash Ads	6	\$ 500.00	\$ 3,000.00	
Print	10	\$ 252.00	\$ 2,520.00	
Outdoor(Bus and Bench Ads)	6	\$ 2,500.00	\$ 15,000.00	
Radio	20	\$ -	\$ -	Free Culture Stories
Television (News Story)	22	\$ -	\$ -	Free Story with Negotiation
Brochures/ Flyer	10000	\$ 0.04	\$ 400.00	
Web			SUBTOTAL \$ 11,000.00	
Development	1	\$ 6,500.00	\$ 6,500.00	
SEO	6	\$ 750.00	\$ 4,500.00	
			\$ -	
Art Work Lending			SUBTOTAL \$ 105,000.00	
Kehinde Wiley Works	1	\$ 50,000.00	\$ 50,000.00	
Kara Walker	1	\$ 35,000.00	\$ 35,000.00	
Work Shipping	2	\$ 10,000.00	\$ 20,000.00	
Exhibition Const/ Maintenance			SUBTOTAL \$ 7,900.00	
Frames	1	\$ 4,000.00	\$ 4,000.00	
Lighting	1	\$ 1,500.00	\$ 1,500.00	
Exhibit Supplies	1	\$ 1,000.00	\$ 1,000.00	
Audio	1	\$ 400.00	\$ 400.00	
Miscellaneous	1	\$ 1,000.00	\$ 1,000.00	
Other			SUBTOTAL \$ 75,100.00	
Art Insurance	2	\$ 15,000.00	\$ 30,000.00	
Artist Travel Expenses	2	\$ 9,300.00	\$ 18,600.00	
Wiley Lecture	1	\$ 10,000.00	\$ 10,000.00	
Exhibition Collateral	10000	\$ 1.25	\$ 12,500.00	
Other Lecture	8	\$ 500.00	\$ 4,000.00	
Phone App (Memory Walk)	1		\$ -	Donated From Vinit Ogale