**2015 3rd Quarter - 2016 ProMasonry Activities**

**2015 3rd & 4th Quarter**

**Home Buyers Guide - $25,000**

* *Marketing of HBG - $25,000*
	+ Print Advertising in Targeted “2nd Floor Markets”
		- Local Newspaper Home Sections
		- Real Estate Guides
		- Real Estate Agents

**2016**

**AIA Promotional - $23,000**

* *Awards - $10,000*
	+ AIA Masonry Award sponsored by the MAF
	+ Convention Trade Show Both
	+ Convention Lunch Presentation
	+ Convention Name Tags
* *AIA Publications - $4,000*
	+ Directory Ad
	+ Friday Facts
	+ Website ads
* Online CEU, 15 hours - $3,000
	+ - Maintenance

**General Promotional - $7,000**

* *MAF Anniversary Brag Book - $4,000*
* *MAF Masonry Awards - $3,000*

**2016 – Continued**

**Targeted Advertising**

2015 Activities preparing for 2016…

* MAF Convention
	+ Advertising Goals & Timeline presented
	+ Request for Qualifications and Bids sent out for Advertising Proposals
* August ProMasonry Meeting
	+ Review of Advertising Proposals and selection of firm
	+ CMEC Grant Submission
* October ProMasonry Meeting
	+ Confirmation of CMEC Grant Award – Putting the Plan into action.
* December ProMasonry Meeting
	+ Tie up the loose ends

**Open Discussion…**

* **Quality Control & Accountability**
* **Advertising History**
* **CMEC $$**
* **Advertising $$**
* **Establishing Scope of Work – what can we reasonably do ourselves.**
* **How does it all tie together, AIA to Consumer**
* **Confirm Schedule & Action Steps**