

Go Fish! Pre-Season Push Budget Worksheet

call Lisa Qualls or Kim Cashion for assistance

100% ICP (no-match) co-op funds
as of February 25, 2010

type over sample amounts & insert your information in the 'yellow' highlighted boxes so formulas will calculate your dollars & give you the number of targeted dealers	Signal / AdVantage Co-op (custom post card direct mail)	Directional Co-op (custom web sites & marketing packages, brochures & YP)
Amount currently in Signal Distributor Bank	\$ 1,750	n/a
Amount in 2010 Signal / AdVantage Co-op Fund	\$ 2,500	
Amount in 2010 Directional Co-op Fund		\$ 2,500
TOTAL	\$ 4,250	\$ 2,500
Percentage allowed for Spring Pre-Season (recommend 60-70% of Signal co-op)	65%	n/a - not seasonal
Co-op allowance for selected dealers	\$ 2,763	\$ 2,500
Recommended spend per dealer amount to allocate to each target dealer in Signal	\$ 600	
Recommended spend per dealer to use per dealer amount have Marquette create your custom promo code		\$ 500
Number of dealers to target (allowance divided by recommended spend) Make sure every target dealer is listed in Aviator	5	5
Amount remaining for other projects	\$ 1,488	\$ -