

connect, develop, and represent the
wanese American community in NYC

ur events are diverse, ranging from TAPpy Hours and park
ps to industry meetups, cooking workshops, and sports out

Follow us
@tapri

100+
events a year



TACL X CENSUS 2020 'WRITE IN TAIWANESE' CAMPAIGN

BUDGET

CHECK OTHER ASIAN
 其他亞裔身分
請填寫
台灣人
TAIWANESE
2020 CENSUS | #COUNTA

CULTURAL
PROFE

CENSUS OUTREACH BUDGET

Social Media (10 Weeks)	\$16,000
Media Kits for 10 TAP Chapters	\$19,500
Census Campaign PSA Videos (2)	\$9,300
Total	\$44,800

BREAKDOWN: SOCIAL MEDIA

Facebook Weekly Boosting	\$200
x 40 weeks	x 40
Total	\$8,000

Instagram Weekly Boosting	\$200
x 40 weeks	x 40
Total	\$8,000

BREAKDOWN: MEDIA KITS

Photo Prop Kits 18" X 24" FOAM BOARDS X 2 DESIGNS OF CHOICE	\$500
Stickers 50,000 STICKERS FOR 4 DESIGNS OF CHOICE TOTAL OF 200,000 STICKERS	\$6,000
Remember the Census Date TOTAL OF 50,000 MAGNETS	\$8,000
Full-color Infographics 2-SIDED SHEETS/SET OF 3,000 PER CHAPTER	\$5,000
Total	\$19,500

BREAKDOWN: PSA VIDEO

Production	Est.	Notes
Location	\$1,000	STUDIO RENTAL FEE
Director Fee	\$2,000	QUOTE
Producer/Casting Director	\$1,000	QUOTE
Editor	\$800	QUOTE
DP	\$1,000	DIRECTOR OF PHOTOGRAPHY
Camera and Lighting	\$300	G/E
Camera Assistant	\$300	AC/DIT
Lighting Rental	\$300	RENTAL FEE
Music Licensing	\$250	COPYRIGHT
Sound	\$350	ONE DAY SHOOT
Lunch/Craft	\$500	ONE DAY SHOOT
College PSA Contest	\$1,500	\$500 FOR MOST TAIWANESE PRIDE, \$500 MOST LIKES, \$500 MOST CREATIVE

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For Any Questions Please Email

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Website: tacl.org/census-2020

Facebook/Instagram:

[@write.in.taiwanese.census](https://www.facebook.com/write.in.taiwanese.census)

CULTURAL

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