

Funding for Branding/Marketing for the Cougar Parent & Family Engagement Center

(d)FY26 Additional One Time Requests

Goal: Funding is needed to update the signage outside the office, within the office, on all stationary, websites, from WGRC to the Cougar Parent & Family Engagement Center. We also need to purchase new promo items and professional clothing for staff to complete the branding change needed for the new office.

Funding request: \$ 21,200

Amount will cover all expenses related to branding/marketing plan for the Cougar Parent & Family Engagement Center.

Breakdown:

Removal of Previous Signage: \$1,500

New Office Wall Designs and Updating Building Signage: \$6,500

New Name Tags & Stationary Items - \$350

Table Banners: \$300

Pop Up Banners: \$700

New Table Clothes: \$650

New Merch/Promo Items: \$9,500

New Office Staff Apparel: \$500

Admin fee = \$1,200

Total Request Amount = \$21,200