

Pennsylvania Dairy Princess and Promotion Services, Inc.
VALUE OF ACCOMPLISHMENTS OF
2013-2014 COUNTY DAIRY PRINCESSES & THEIR COMMITTEES

School Programs	Total Dollar Value
Preparation Time 1 hour	
Travel Time 1 hour	
Presentation .5 hour	
Total time: 2.5 hours x \$20.00 = \$50.00 x 5,108 school programs =	\$255,400

Newspaper Articles/Radio and TV			
Preparation Time 1 hour			
Total time: 1 hour x \$10.00 \$10.00 x 3,220 =			\$32,200
Average Cost 1 hour x \$18.50 \$18.50 x 3,220 =			\$59,570
<i>*Average median amount for travel, recording/printing for all types of venues</i>			

Store/Mall/Fair Promotions			
Preparation Time 2 hours			
Travel Time 1 hour			
4 hour shift 4 hours			
Total time: 7 hours x \$20.00 = \$140.00 x 1,895 store promotions =			\$265,300

Non-Dairy Presentations			
Preparation Time 2 hour			
Travel Time 1 hour			
Presentation .5 hour			
Total time: 3.5 hours x \$20.00 = \$70.00 x 602 non-dairy presentations =			\$42,140

Dairy Meetings			
Preparation Time .5 hour			
Travel Time 1 hour			
Presentation .25 hour			
Total time: 1.75 hours x \$20.00 = \$35.00 x 285 dairy meetings =			\$9,975

Special Events			
Preparation Time .5 hour			
Travel Time 1 hour			
Presentation 2 hour			
Total time: 3.5 hours x \$20.00 = \$70.00 x 536 special =			\$37,520

TOTAL VALUE OF ACTIVITIES CONDUCTED	\$702,105
--	------------------