**ANNEX I – COMMUNICATION PACKAGES CHECKLIST**

Chose and fill in just the column of your package: Basic, Medium or Advanced.

|  |  |  |  |
| --- | --- | --- | --- |
| Reimbur-sement | **Communication element - obligatory for all partners** | **Proof of delivery, necessary audit trail** | **Communication package** |
| **BASIC** | **MEDIUM** | **ADVANCED** |
| Real cost | [ ]  **promotional material (merchandise)**, scale and items - adjusted to the project objective  | Photo, video material of merch item, merch items provided   | [ ]  | [ ]  | [ ]  |
| [ ]  **closing event** (or taking part of) with **press conference** | Photo or video material, links, etc  | [ ]  | [ ]  | [ ]  |
|  |  |  |  |  |  |
|  |  |  | **Amount of lump sum in EUR** |
|  |  |  | [ ]  **2000** | [ ]  **3000** | [ ]  **5100** |
| Covered by staff costs | deliver basic project data to the Programme website’s **project sub-page /project** | updated sub-page | [ ]  | [ ]  | [ ]  |
| No cost relevance | use of permanent and **durable stickers** (equipment) - if relevant | use of printed stickers – equipment photos | [ ]  | [ ]  | [ ]  |
| **press release that may result** inappearance in the local **online *news* media** from the beginning of the project  | reachable article or appearance with correct references to the Programme as per the Visibility Manual | **1**[ ]  | **3**[ ] [ ] [ ]  | **5**[ ] [ ] [ ] [ ] [ ]  |
| Lump sum | open and run a **social media** profile /project | regular posts and audience development with relevant content as per guidelines | **1** [ ]  | **1** [ ]  | **1** [ ]  |
| **roll-up** banners (1xHU + 1xRS) | delivered banners in use – event photos | **2** [ ] [ ]  | **2** [ ] [ ]  | **2** [ ] [ ]  |
| **sponsored article** or **sponsored banner** in (at least local) online news media | reachable banner, article or appearance with correct references to the Programme as per guidelines | **1** [ ]  | **2** [ ] [ ]  | **3** [ ] [ ] [ ]  |
| **local TV** or **radio** report or spot | **X** | **2**[ ] [ ]  | **4**[ ] [ ] [ ] [ ]  |
| **national TV** or **radio** report or spot | **X** | **X** | **1** [ ]  |
|  |  |  |  |  |  |
| **Works package** | [ ]  **1600** |
| Lump sum | **temporary billboard** and **permanent plaque** in case it is relevant for works component | delivered elements in use on the spot | BB [ ] PP [ ]  | BB [ ] PP [ ]  | BB [ ] PP [ ]  |