



2023 OAB NCSA-PEP Revenue (rev. 08/22/2023)

Sponsor	2023 Budget	Confirmed \$	Comments
Confirmed Campaigns – returning sponsors that are confirmed or strongly committed for 2023.			
• Ohio Army National Guard	\$260,000	\$83,000	12 month campaign – recruitment (Sept. 1 start for \$249K contract)
• Angels on Track	\$52,500	\$52,500	12 week campaign – railroad crossing safety (Jun-Aug)
• Ohio Dept. of Transportation	\$75,000	\$75,000	12 week campaign – gas tax awareness (Jan-Mar)
• Ohio Association of Foodbanks	\$34,300	\$74,300	18 week campaign – Get Covered Ohio (12/1/2022-1/15/2023 and 6/1-8/15/2023). Total campaign is \$115K.
Total	\$421,800	\$285,800	
Other Potential Campaigns – sponsors that indicated interest in airing campaigns in 2023.			
• Ohio Dept. of Agriculture	\$45,000		8 week campaign
• Ohio Dept. of Education	\$50,000	\$100,000	16 week campaign – After School Child Enrichment Program (May-Aug.)
• Ohio Dept. of Insurance	\$25,000		4 week campaign
• Ohio Dept. of Natural Resources	\$50,000		8 week campaign
• Ohio Dept. of Veteran Services	\$45,000		8 week campaign
• Ohio Gov's Expedited Pardon Project	\$20,000		4 week campaign – radio only
• Ohio Housing Finance Agency	\$50,000	50,000	8 week campaign – Homeownership Month (Jun-Jul) – radio only
• Ohio Suicide Prevention Foundation	\$75,000		12 week campaign
Total	\$360,000		
Budget assumes 60%	\$216,000	\$150,000	
Other Campaigns – other new & returning agencies and organizations.			
• Ohio Secretary of State		\$75,000	12 week campaign – get out the vote (Jul; Sep-Oct)
Total	\$100,000	\$75,000	
TOTAL 2023 NCSA-PEP REVENUE	\$737,800	\$509,800	(69% of budget)