



# Armenian Monuments Awareness Project

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## Panel Replacement (Brand Renewal)

### **MONUMENT PANELS** **54,632,792**

73 Panels, 30 direc.signs, 32 Trail Signs, 7 nature panels	41,289,367
Related programming costs	13,343,425
<i>Monuments (Garni, Giumri, Zvartnots, Khor Virap, Old Artashat, Noravank, Amberd, Karahundj)</i>	
<i>Travel Trails (Footsteps of Christianity, Wine Trail, Kings &amp; Princes)</i>	
<i>Nature Trails (Noravank, Aragats)</i>	

### **YEREVAN WALKING TOUR** **11,137,685**

18 Panels	7,229,424
Yerevan Audio Tour	1,001,638
Related programming costs	2,906,622

### **MATENADARAN NEW GALLERIES** **30,872,181**

30 indoor panels, 14 outdoor kiosks, 200 labels	19,245,691
Related Programming costs	11,626,489

### **CELL PHONE AUDIO TOURS** **13,574,599**

5 new audio tours	11,444,571
125,000 brochures	2,130,028

### **WELCOME CENTER (Community Development)** **75,970,351**

1 welcome center	52,653,476
Community programming	23,316,874

#### Sponsorship

Exclusive	100%	Your brand only on panels
General	50%	50% sponsor space reserved
Supporter	25%	Shared with other brands