

CBB Budget Component - Foreign Marketing

<u>AR #</u>	<u>AR Description</u>	<u>Requested CBB Funding</u>
	Foreign Marketing 2011 Prologue	
FM-01-2011	ASEAN Promotional Campaign (USMEF)	\$ 58,815
FM-02-2011	Caribbean Promotional Campaign (USMEF)	46,787
FM-03-2011	Central/South America Promotional Campaign (US)	80,204
FM-04-2011	Dominican Republic Promotional Campaign (USME)	14,036
FM-05-2011	Europe Promotional Campaign (USMEF)	125,320
FM-06-2011	Middle East Promotional Campaign (USMEF)	83,547
FM-07-2011	China/Hong Kong Promotional Campaign (USMEF)	147,042
FM-08-2011	Japan Promotional Campaign (USMEF)	884,208
FM-09-2011	Mexico Promotional Campaign (USMEF)	632,989
FM-10-2011	Russia Promotional Campaign (USMEF)	116,965
FM-11-2011	South Korea Promotional Campaign (USMEF)	882,259
FM-12-2011	Taiwan Promotional Campaign (USMEF)	200,509
FM-13-2011	Foreign Marketing Implementation (USMEF)	2,233,800
Total Requested		5,506,481
Total CBB Budget		5,506,481
Amount in Excess of Budget		\$ -

