

- █ [REDACTED]
- █ [REDACTED]
- █ [REDACTED]
- █ [REDACTED]
- █ [REDACTED]
- 7) █ [REDACTED]
- 8) █ [REDACTED]

Regarding part 1 of your request, the following is a breakdown of “Made by McGill” costs, including taxes, as of Oct 23, 2019 as well as projected associated costs through to the end of April 2020:

\$705 371.70	Made by McGill creative platform development and deployment; a new brand guide and bespoke McGill font development and buyout. Includes UA fundraising and bicentennial branding/messaging development.
\$83 501.15	Made by McGill anthem video development and production; English and French versions.
\$58 760.16	Development and production of student recruitment marketing assets and associated media buys until October 23, 2019
\$370,000.00	Projected spend on Made by McGill recruitment marketing asset development, production and associated media between Oct 23, 2019 through to end of April 2020