

Approved Audits/Applications Committee 8/24/09

Organization Name: Big Sky Convention & Visitors Bureau

Project Name: Publicity; Production of Fly-fishing show with Ronnie Kovach
Fox Sports West Fishing Venture

Application Completed by: Marne Hayes

Date: August 14, 2009

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Big Sky would like to use \$6,500 of publicity funds from the FY10 budget to participate in an opportunistic publicity project which will showcase Big Sky and the Gallatin, Madison, and Yellowstone Rivers as premier fishing destinations for the Southern California markets. Working with Fox Sports West and Television host Ronnie Kovach, Big Sky will be highlighted in a four day television shoot, which will ultimately be produced into a 30 minute television spot promoting fly-fishing in Southwestern Montana, focusing on the Gallatin, Madison, and Yellowstone rivers, with Big Sky as the base for these activities.

Author, lecturer, and international sports fisherman Ronnie Kovach hosts the 'Fishing Ventures' television series appearing on Fox Sports Net West and Prime Ticket every week. FSN West is home to Southern California's most popular professional sports teams, with a subscriber base of 7 million homes, fitting very well into the target market of the California audience for Big Sky. 'Fishing Ventures' has included past shows on destinations such as Baja California, British Columbia, and Alaska.

Engaged in this publicity opportunity, the Big Sky CVB will receive production of one new 30-minute film featuring the legendary fly-fishing of Big Sky and the surrounding areas. In addition, the feature will highlight other summer and early fall activities, lifestyle points of interest, and cultural amenities. The film will air a minimum of three separate weeks on Fox Sports West into a potential 10 million homes over the 52-week promotional period. The film will air on Sundays and Tuesdays for a total of 6 airings. The project will also include:

- A 60-second travel and fishing commercial on KLAA AM radio on the 'Radio Fishing University' program for a 52-week promotional period.
- Four 2-hour live 'in studio' radio specials co-hosted by CVB staff, either via phone hook up or actual in studio appearance in Anaheim, CA.
- One 3- to 5-minute weekly 'call-in' report to the 'Radio Fishing University' program with the purpose of providing fishing and tourism updates of upcoming events and promotions in Big Sky Country.
- Inclusion on the www.fishingexpeditions.com website with the opportunity to create an entire 'Big Sky Fishing & Tourism' promotional page on the site.

Goals

1. Promote Big Sky as one of Montana premier vacation destinations through efforts alone and/or in partnership with the state, other regions/CVBs and private business
2. Gain visibility and exposure for Big Sky in the form of positive press; print or online articles, blogs, television, etc.

Objectives

1. Increase visitation to Big Sky for those markets with an interest in fly-fishing and other outdoor opportunities
2. Increase awareness of Big Sky as a great fly-fishing destination with other recreational amenities into the fall shoulder season
3. Highlight the lifestyle, recreation, and amenities along with area cultural opportunities within a day's drive of Big Sky

Identify the portions of your marketing plan, which support this project.

1. Inform visitors about Big Sky's proximity to Yellowstone National Park, as the primary differentiating point from other fly-fishing destinations in the west
2. Extend visitor's stays by offering daytrips in and around the area, positioning Big Sky as a 'destination hub'
3. Build and maintain a consistent image of Big Sky as one of Montana's premiere recreation destinations through marketing efforts

Identify the portions of this project, which support the Strategic Plan:

Increase four season tourism revenues statewide through effective marketing and promotions focusing on high-value, low-impact visitors

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans (and track results)

“Coordinate promotion efforts to maximize reach to specific target and niche markets, achieving lower costs, broader impact, and higher return on investment”

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season

Detail pages attached Yes Budget page must be attached for approval.

**Project Budget
FY2010
Publicity, Fox Sports West Fishing Show, Ronnie Kovach Outdoor Enterprises**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
TOTAL	0.00		0.00		0.00
MARKETING/ADVERTISING:					
Overall Project Participation	\$6,500	+	\$0	=	\$6,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$6,500		\$0		\$6,500
TRAVEL:					
(paid for by production co.)	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
LODGING:					
(comped by area business)	\$0	+	+	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
MEALS:	\$250	+	\$0	=	\$250
TOTAL					\$0
REGION/CVB PROJECT TOTAL	6,750.00	+	0.00	=	6,750.00