

Organization Name: Big Sky CVB
Project Name: Delta/Skywest Magazine
Cooperative participation

Approval Requested <u> X </u> Final <u> </u> Preliminary
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Application Completed by: Marne Hayes, Executive Director

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough 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.

The Big Sky CVB is entering into cooperative project participation on a full page ad in the special Montana section of the January issue of Delta Sky Magazine. The partnership, which includes the Big Sky CVB, the Big Sky Chamber of Commerce, Big Sky Resort, and Moonlight Basin, will be a ski specific ad representing the community of Big Sky, and our Biggest Skiing in America winter offer. The full page ad will appear in the special 25-page section of Delta Sky Magazine, which will showcase other Montana destinations and travel organizations, as well as highlights about Montana's industries and community spotlights. Our goal is to have the ad paired with winter recreation specific editorial.

The following budget page is included, showing the CVB's portion of the total project expense.

Project Budget
 FY2011
 Special Montana Section; Delta Sky Magazine Cooperative

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
TOTAL	0.00		0.00		0.00
MARKETING/ADVERTISING:					
Media Placement	\$4,000	+	\$0	=	\$4,000
	\$0	+	\$0	=	\$0
Creative	\$175	+	\$0	=	\$175
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$4,175		\$0		\$4,175
OTHER:					
TOTAL					\$0

REGION/CVB	PROJECT	#REF!	+	0.00	=	\$4,175.00
TOTAL						