

**Organization Name:** Big Sky Convention & Visitors Bureau

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

**Application Completed by:** Marne Hayes

**Date:** August 18, 2010

***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 publicity funds from the FY11 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. This project is a follow up to a publicity project in which we participated during FY10, where we worked with Fox Sports West and Television host Ronnie Kovach, to produce a 30 minute fishing segment that reflected 4 days worth of fly-fishing in and around Big Sky; on the Madison, Gallatin, and Yellowstone Rivers.

The segment has since won 11 Telly Awards, will air a minimum of 3 separate weeks of FOX Sports West into a potential 10 million homes over the 52 week promotional period during FY11. In addition, one 60-second travel and fishing commercial will air Saturday mornings prior to the television airing, and 3 full, 2 hour radio specials dedicated to the Big Sky CVB will air in conjunction with 3 of the viewings throughout the year. These additional promotions will highlight a multitude of the recreational and amenity-based opportunities in Big Sky, and will be co-hosted by the Big Sky CVB representative either via phone or actual 'live' in studio appearance in Anaheim, CA.

Engaged in this publicity opportunity, the Big Sky CVB will receive 12 additional copies of the television segment for use in separate publicity opportunities, or for promotion of the area and fly-fishing opportunities to potential visitors, group planners, or convention interests. 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 presence on the [www.fishingexpeditions.com](http://www.fishingexpeditions.com) website with the opportunity to create an additional 'Big Sky Fishing & Tourism' promotional page on the site.

The venture in FY10 was extremely successful, gaining Big Sky exposure in a very viable market in Southern California. We feel strongly that continuing this marketing avenue is extremely advantageous, and see the momentum gained through the last year as an opportunistic platform on which to continue our promotion.

### **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  
FY2011  
Publicity, Fox Sports West Fishing Show, Ronnie Kovach Outdoor Enterprises**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	0.00		0.00		0.00
<b>MARKETING/ADVERTISING:</b>					
Overall Project Participation	\$3,000	+	\$0	=	\$3,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$3,000		\$0		\$3,000
<b>TRAVEL:</b>					
(paid for by production co.)	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$0		\$0		\$0
<b>LODGING:</b>					
(comped by area business)	\$0	+	+	=	\$0
<b>TOTAL</b>	\$0		\$0		\$0
<b>OTHER:</b>					
<b>GUIDE SERVICE:</b>	\$0	+	0	=	\$0
<b>MEALS:</b>	\$0	+	\$0	=	\$0
<b>TOTAL</b>					\$0
<b>REGION/CVB</b>	<b>3,000.00</b>	<b>+</b>	<b>0.00</b>	<b>=</b>	<b>3,000.00</b>
<b>PROJECT TOTAL</b>					